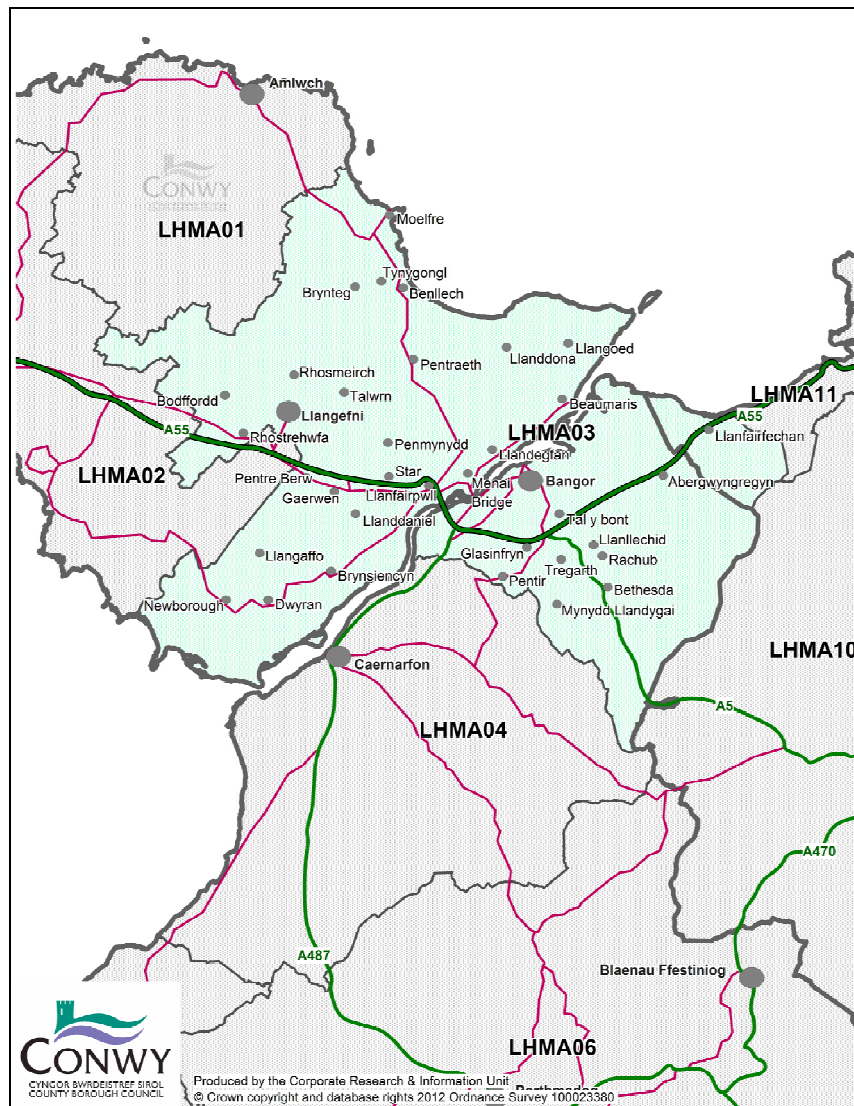


## Appendix 1

### LHMA Area Profile 03 – Menai



#### Population

The Menai housing market area crosses over three Local Authorities, covering a large part of Anglesey, part of Gwynedd and a small area of Conwy County Borough Council, at Llanfairfechan. In 2012 the area had a population of 65,450 and a population density of 1.38 persons per hectare. In 2011 64.2% of the population were of working age (16-64). 56.0% of the population speak Welsh, which is the second highest out of all the LHMA areas.

#### Housing

The area comprises of the Sub-Regional Centre of Bangor and the larger settlements of Bethesda, Llangefni, Menai Bridge, Llanfairpwll and Beaumaris. The main settlement within the Conwy boundaries is Llanfairfechan. The area is characterised by a network of coastal, rural and former quarrying settlements. In 2011 there were 26,007 household spaces in the area. All in all owner occupied

is the most prominent tenure 65.9%, which is the lowest level of home ownership out of all the LHMA areas. Some of the settlements, particularly the former quarrying villages, are characterised by older terraced properties.

In 2013 there were a total of 742 house sales, the average (median) house price was £146,975 and the median household income was £24,450. This gives an affordability ratio of 6.0, ranking the Menai area as the fourth most expensive area to buy a median priced property in Conwy. The lower quartile house price was £115,000 and the lower quartile household income was £13,300, giving an affordability ratio of 8.6.

The average monthly cost of private rented accommodation was £511 per calendar month. This leaves households with a median household income a surplus of £100.35 each month towards a deposit for a property of their own. Whereas households with a lower quartile household income have a shortfall between their rent and their household income of £178.50 each month.

## **Economy**

Local residents traditionally rely on a small number of major, predominantly public sector, employers, i.e. Bangor University, Anglesey and Gwynedd Councils and Ysbyty Gwynedd. In 2011 28.2% of the population were categorised as being in the managerial and professional social-classification grouping. Nonetheless, economic inactivity remains an issue, with 37.1% recorded as being economically inactive in 2011, with 10.7% long term sick or disabled. The Menai LHMA area has the second highest rate of economic inactivity in Conwy. In July 2013, unemployment stood at 3.3%.

## **Environment**

Land use is predominantly agricultural although, generally the quality of agricultural land in this area is not high. The exceptions are pockets of land on the outskirts of Llangefni, which are classified as Grade 2, and which may constrain the future expansion of the settlement. Outside the more developed coastal area that is centred on the two bridges, the area is largely rural and characterised by a network of small villages and hamlets. It has a rich and varied built heritage (including prehistoric, roman, medieval, industrial), some of which has been designated as Listed Buildings, Conservation Areas, Scheduled Ancient Monuments and a UNESCO World Heritage site. The coast of Anglesey is designated as an Area of Outstanding Natural Beauty. There are a number of European and nationally protected sites including a maritime Special Areas of Conservation in the area. The increased risk of flooding along the coastal fringe of the area and river valleys, as a likely consequence of climate change, means that the capacity of some settlements to expand may be affected.

## **Communications**

The area has good accessibility both via the A55 and the Chester to Holyhead railway line.

## **Services & facilities**

Bangor, as the largest centre of population in the area, has a comparatively strong commercial offering to a wide catchment area extending to Llyn and Anglesey. The number of key services and facilities available in Bangor and the other major settlements include Ysbyty Gwynedd (the acute hospital for a wide catchment area), Secondary Schools, Tertiary College, Leisure Centres, Public Libraries, major supermarket outlets (including Asda, Tesco), major comparison goods outlets (including Debenhams, Next, B & Q) dental and doctor surgeries, railway and bus stations, petrol stations and emergency services.

## Menai - local housing market area (LHMA) 03

North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment

### Housing

|  | Number  | %     |  | Number | %     |
|--|---------|-------|--|--------|-------|
| <b>House sales</b>                             |         |       | <b>Total households (2011 Census)</b>            | 26,601 | 100%  |
| Total sales 2013                               | 742     |       | Population in private households                 | 62,053 | 94.9% |
| Total sales 2012                               | 595     |       | Average household size                           | 2.33   |       |
| Change 2012-2013                               | 147     | 24.7% |  |        |       |
| <b>House prices</b>                            | £       |       | <u>Household composition</u>                     |        |       |
| Median   |         |       | All one person household                         | 8,423  | 31.7% |
| All house types 2013                           | 146,975 |       | - one person; aged 65+                           | 3,924  | 14.8% |
| All house types 2012                           | 150,000 |       | All households with dependent children           | 6,761  | 25.4% |
| Change 2012-2013                               | - 3,025 | -2.0% | - lone parents with dependents                   | 1,537  | 5.8%  |
| Lower quartile                                 |         |       | All households of only pensioners                | 6,521  | 24.5% |
| All house types 2013                           | 115,000 |       |  |        |       |
| All house types 2012                           | 117,750 |       | <u>Tenure</u>                                    |        |       |
| Change 2012-2013                               | -2,750  | -2.3% | Owner occupied                                   | 17,524 | 65.9% |
|  |         |       | Rented from social landlord                      | 4,016  | 15.1% |
| <b>Affordability ratios*</b>                   |         | 2013  | Other rented                                     | 5,061  | 19.0% |
| Median income to houseprice                    |         | 6.0   |  |        |       |
| Lower quartile income to houseprice            |         | 8.6   | No central heating                               | 1,335  | 5.0%  |
| <i>*Houseprice divided by household income</i> |         |       | Overcrowded                                      | 1,339  | 5.0%  |
|  |         |       | Average rooms per household                      | 5.9    |       |
| <b>Household spaces (2011 Census)</b>          | Number  | %     | No car   | 5,197  | 19.5% |
| Total household spaces                         | 29,007  |       | <b>Dwelling stock by council tax band (2011)</b> |        |       |
| With residents                                 | 26,601  | 91.7% | Total dwelling stock                             | 28,890 | 100%  |
| Vacant   | 2,406   | 8.3%  | Band A   | 2,296  | 7.9%  |
|  |         |       | Band B   | 5,871  | 20.3% |
| Detached                                       | 10,977  | 37.8% | Band C   | 7,062  | 24.4% |
| Semi detached                                  | 7,553   | 26.0% | Band D   | 6,286  | 21.8% |
| Terraced                                       | 7,531   | 26.0% | Band E   | 4,323  | 15.0% |
| Purpose built flat                             | 1,709   | 5.9%  | Band F   | 2,050  | 7.1%  |
| Converted flat (inc. bedsit)                   | 722     | 2.5%  | Band G   | 845    | 2.9%  |
| In a commercial building                       | 343     | 1.2%  | Band H   | 101    | 0.3%  |
| Caravan or other temporary                     | 172     | 0.6%  | Band I   | 56     | 0.2%  |

### Deprivation

Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales. Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain.

#### Welsh index of multiple deprivation 2011

|                            | Number | %     |
|----------------------------|--------|-------|
| Total LSOAs in area        | 38     | 100%  |
| In each deprivation domain |        |       |
| Overall Index              | 3      | 7.9%  |
| Income                     | 3      | 7.9%  |
| Employment                 | 2      | 5.3%  |
| Health                     | 3      | 7.9%  |
| Education                  | 3      | 7.9%  |
| Access to services         | 12     | 31.6% |
| Housing                    | 22     | 57.9% |
| Physical environment       | 1      | 2.6%  |
| Community safety           | 6      | 15.8% |

#### Map



© Crown copyright and database rights 2012 Ordnance Survey 100023380 Use of this data is subject to terms and conditions.

These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

## Menai - local housing market area (LHMA) 03

| Demography & population dynamics                  |               |          | Economy & employment                        |               |          | Income & benefits               |               |          |
|---|---------------|----------|---|---------------|----------|---------------------------------|---------------|----------|
| Population density 2012                           | (persons/ha)  | 1.38     |   |               |          |                                 |               |          |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        | <b>Number</b> | <b>%</b> |                                 | <b>£</b>      |          |
| Mid-year population 2012                          | 65,450        |          | July 2013                                   | 1,318         | 3.3%     | Household income                | 2013          | 2012     |
| Mid-year population 2002                          | 62,150        |          | October 2013                                | 1,217         | 3.0%     | Median income                   | 24,450        | 24,700   |
| Population change 02-12                           | 3,300         | 5.3%     | January 2014                                | 1,289         | 3.2%     | Lower quartile                  | 13,300        | 12,850   |
| Males   | 32,000        | 48.9%    | April 2014                                  | 1,178         | 2.9%     |                                 |               |          |
| Females   | 33,400        | 51.1%    |   |               |          |                                 | <b>Number</b> | <b>%</b> |
| 0-15  | 10,550        | 16.1%    | <b>Economic activity (2011 Census)</b>      |               |          | <b>Benefits (November 2013)</b> |               |          |
| 16-29   | 15,200        | 23.2%    | All aged 16-74                              | 48,948        |          | All working age client group*   | 5,060         | 12.5%    |
| 30-44   | 10,800        | 16.5%    | Economically active                         | 30,767        | 62.9%    | Job seekers*                    | 1,180         | 2.9%     |
| 45-64   | 16,050        | 24.5%    | - unemployed                                | 1,743         | 5.7%     | Incapacity benefits*            | 2,340         | 5.8%     |
| 65+   | 12,900        | 19.7%    | Economically inactive                       | 18,181        | 37.1%    | Lone parent*                    | 425           | 1.0%     |
|   |               |          | - long term sick/disabled                   | 1,954         | 10.7%    | Other income related*           | 160           | 0.4%     |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>28,292</b> |          | All key out of work benefits*   | 4,105         | 10.1%    |
| Live births                                       | 693           |          | Agriculture, forestry & fishing             | 559           | 2.0%     | Carers*                         | 455           | 1.1%     |
| Deaths  | 663           |          | Energy, water & mining                      | 760           | 2.7%     | Disabled*                       | 425           | 1.0%     |
|   |               |          | Manufacturing                               | 1,573         | 5.6%     | Bereaved*                       | 75            | 0.2%     |
| <b>Population characteristics (2011 Census)</b>   |               |          | Construction                                | 2,312         | 8.2%     | Pension credit**                | 2,810         | 20.5%    |
| Born in Wales                                     | 41,417        | 63.4%    | Wholesale & retail                          | 4,393         | 15.5%    | <b>Benefits (November 2012)</b> |               |          |
| Born outside the UK                               | 4,706         | 7.2%     | Transport & storage                         | 883           | 3.1%     | All working age client group*   | 5,205         | 12.8%    |
| Ethnicity - white British/Irish                   | 60,418        | 92.4%    | Accommodation & food services               | 2,188         | 7.7%     | Job seekers*                    | 1,325         | 3.3%     |
| Other white                                       | 1,230         | 1.9%     | Services                                    | 3,197         | 11.3%    | Incapacity benefits*            | 2,415         | 6.0%     |
| Mixed ethnic group                                | 679           | 1.0%     | Public admin, education & health            | 11,132        | 39.3%    | Lone parent*                    | 400           | 1.0%     |
| Other ethnic groups                               | 3,030         | 4.6%     | Other                                       | 1,295         | 4.6%     | Other income related*           | 135           | 0.3%     |
| Religion - Christian                              | 38,871        | 59.5%    | Work at home                                | 1,715         | 6.1%     | All key out of work benefits*   | 4,275         | 10.6%    |
| No religion                                       | 19,042        | 29.1%    | <b>Social class (2011 Census)</b>           |               |          | Carers*                         | 440           | 1.1%     |
| People with limiting long term illness            | 12,784        | 19.6%    | Managerial & professional                   | 13,802        | 28.2%    | Disabled*                       | 425           | 1.0%     |
| People providing unpaid care (of persons aged 3+) | 6,475         | 9.9%     | Skilled                                     | 12,850        | 26.3%    | Bereaved*                       | 65            | 0.2%     |
| Speak Welsh                                       | 35,472        | 56.0%    | Part/unskilled                              | 10,954        | 22.4%    | Pension credit**                | 2,950         | 21.6%    |
| No skills in Welsh                                | 20,863        | 33.0%    | Other (inc.students)                        | 11,342        | 23.2%    |                                 |               |          |

\* % of all work age \*\* % of all receiving state pension

These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

## Appendix 2

### LHMA Area Profile 09 – Bala



### Population

The Bala LHMA area extends from Cerrigydrudion in the North East, Llandderfel to the east and Dolgellau to the South with Bala located in the centre of the housing market area. The main settlements in the area are the market towns of Dolgellau and Bala which service many of the smaller surrounding settlements.

In 2012 the area had a population of 9,900. This area is important as a centre for the Welsh language and culture with 70.2% of the population able to speak Welsh, which is the highest out of all the LHMA areas. The Bala LHMA area also has the highest percentage of single person households at 36.5%, which compares to an average of 33.8% for the rest of Conwy.

## **Housing**

The housing stock within the area is skewed towards detached properties (46.5%) which are generally larger in size than other dwelling types, while there is a low percentage of terraced houses and flats which are generally more modest in size and therefore tend to be more affordable. The majority of households in the area are owner occupiers (65.9%).

In 2013 there were 94 house sales, and the median house price was £147,500. The median household income was £22,600 which gives an affordability ratio of 6.5, making the Bala LHMA area the third most expensive area to buy in Conwy. The lower quartile house price was £105,000 and the lower quartile household income was £12,500, which is the second lowest income out of all the LHMA areas. This gives an affordability ratio of 8.4 for a lower quartile property.

The average monthly cost of private rented accommodation was £425 per calendar month, which is the lowest rent level across the LHMA areas. This leaves a household with a median household income with a £140.00 monthly surplus in their rent towards saving to buy a property of their own. This makes the Bala LHMA area the most affordable area to rent in Conwy on a median household income, due to the low monthly rents. However, households with a lower quartile household income have a shortfall between the cost of their rent and their household income of £112.50 each month.

## **Economy**

The Bala Housing Market area is rural in nature with the agricultural and forestry industry being a key employment sector (9.3%). Dolgellau and Bala are the key local centres for the area with employment land allocated within both settlements to provide the opportunity for business development and new start ups. While there are some small local industries, the employment base of Bala and Dolgellau are very small and most people in the area travel considerable distances for employment.

Tourism is vital to the economy of the area and a high percentage of the population work within this industry. Dolgellau lies at the foot of Cader Idris which attracts a large number of walkers each year. Tourism is also important in Bala with large number of visitors attracted annually to participate in various water sports within the area. However, the seasonal nature of tourism, and its narrow base of appeal are often cited as drawbacks. There is also a high percentage working in public administration, education and health industries (30.5%) with Gwynedd Council being a key employer within the Dolgellau area.

## **Environment**

The area is largely rural and characterised by a network of small villages and hamlets. Land use is predominantly agricultural although in general the quality of agricultural land is low. The area is almost entirely within Snowdonia National Park which has been designated as a landscape of international importance and has been given statutory protection. The Bala housing market area also contains areas of nationally acknowledged natural beauty and wildlife

importance, including Sites of Special Scientific Interest, Special Protection Areas, Special Areas of Conservation and a Ramsar Site (Wetland).

Dolgellau is characterised by attractive stone and slate public and commercial buildings many of which are protected as listed structures or are located within the Conservation Area. In addition there are Conservation Areas in Bala and Cerrigydrudion. There are many constraints to new development in the area including flood risk, especially in Dolgellau.

### **Communications**

The A470 trunk road which links North and South Wales runs through Dolgellau. The A494 links Dolgellau with Bala and later the A5 to Wrexham and Shrewsbury. Public transport provides access to Dolgellau and Bala from surrounding smaller settlements. Access to basic broadband connection is relatively good throughout the area but some rural areas suffer from poor connection speed.

### **Services & facilities**

Key local community services, for example, primary and secondary schools, doctor's surgery, post office and a supermarket are to be found within Bala and Dolgellau. There are also a number of community facilities including leisure centres, libraries and many sport clubs.

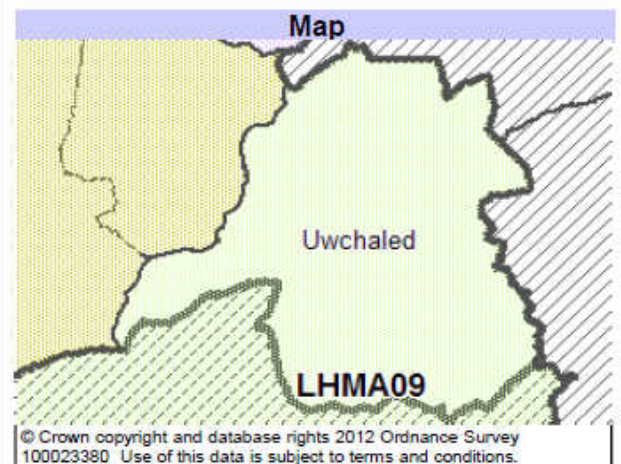


## Bala - local housing market area (LHMA) 09

| Housing  |               |             |  |               |          |
|--|---------------|-------------|--|---------------|----------|
| <b>House sales</b>                             | <b>Number</b> | <b>%</b>    |  | <b>Number</b> | <b>%</b> |
| Total sales 2013                               | 94            |             | <b>Total households (2011 Census)</b>            | 4,446         | 100%     |
| Total sales 2012                               | 81            |             | Population in private households                 | 9,722         | 98.3%    |
| Change 2012-2013                               | 13            | 16.0%       | Average household size                           | 2.19          |          |
| <b>House prices</b>                            | <b>£</b>      |             | <b>Household composition</b>                     |               |          |
| Median   |               |             | All one person household                         | 1,624         | 36.5%    |
| All house types 2013                           | 147,500       |             | - one person; aged 65+                           | 775           | 17.4%    |
| All house types 2012                           | 135,000       |             | All households with dependent children           | 1,011         | 22.7%    |
| Change 2012-2013                               | 12,500        | 9.3%        | - lone parents with dependents                   | 195           | 4.4%     |
| Lower quartile                                 |               |             | All households of only pensioners                | 1,234         | 27.8%    |
| All house types 2013                           | 105,000       |             | <b>Tenure</b>                                    |               |          |
| All house types 2012                           | 90,000        |             | Owner occupied                                   | 2,930         | 65.9%    |
| Change 2012-2013                               | 15,000        | 16.7%       | Rented from social landlord                      | 686           | 15.4%    |
| <b>Affordability ratios*</b>                   |               | <b>2013</b> | Other rented                                     | 830           | 18.7%    |
| Median income to houseprice                    |               | 6.5         | No central heating                               | 270           | 6.1%     |
| Lower quartile income to houseprice            |               | 8.4         | Overcrowded                                      | 153           | 3.4%     |
| <i>*Houseprice divided by household income</i> |               |             | Average rooms per household                      | 6.0           |          |
| <b>Household spaces (2011 Census)</b>          | <b>Number</b> | <b>%</b>    | No car   | 765           | 17.2%    |
| Total household spaces                         | 5,120         |             | <b>Dwelling stock by council tax band (2011)</b> |               |          |
| With residents                                 | 4,446         | 86.8%       | Total dwelling stock                             | 5,060         | 100%     |
| Vacant   | 674           | 13.2%       | Band A   | 549           | 10.8%    |
|  |               |             | Band B   | 1,319         | 26.1%    |
| Detached                                       | 2,383         | 46.5%       | Band C   | 785           | 15.5%    |
| Semi detached                                  | 1,053         | 20.6%       | Band D   | 917           | 18.1%    |
| Terraced                                       | 1,207         | 23.6%       | Band E   | 920           | 18.2%    |
| Purpose built flat                             | 263           | 5.1%        | Band F   | 403           | 8.0%     |
| Converted flat (inc. bedsit)                   | 107           | 2.1%        | Band G   | 132           | 2.6%     |
| In a commercial building                       | 81            | 1.6%        | Band H   | 27            | 0.5%     |
| Caravan or other temporary                     | 26            | 0.5%        | Band I   | 8             | 0.2%     |

| Deprivation  |  |  |
|--|--|--|
| Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales. |  |  |
| Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain.  |  |  |

| Welsh index of multiple deprivation 2011 |        |       |
|--|--------|-------|
|  | Number | %     |
| Total LSOAs in area                      | 7      | 100%  |
| In each deprivation domain               |        |       |
| Overall Index                            | 0      | 0.0%  |
| Income                                   | 0      | 0.0%  |
| Employment                               | 0      | 0.0%  |
| Health                                   | 0      | 0.0%  |
| Education                                | 0      | 0.0%  |
| Access to services                       | 4      | 57.1% |
| Housing                                  | 3      | 42.9% |
| Physical environment                     | 0      | 0.0%  |
| Community safety                         | 0      | 0.0%  |



## Bala - local housing market area (LHMA) 09

| Demography & population dynamics                  |               |          | Economy & employment                        |               |          | Income & benefits               |             |             |
|---|---------------|----------|---|---------------|----------|---------------------------------|-------------|-------------|
| <u>Population density 2012</u>                    | (persons/ha)  | 0.13     |   |               |          |                                 |             |             |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        | <b>Number</b> | <b>%</b> |                                 | <b>£</b>    |             |
| <b>Mid-year population 2012</b>                   | 9,900         |          | July 2013                                   | 128           | 2.1%     | <b>Household income</b>         | <b>2013</b> | <b>2012</b> |
| Mid-year population 2002                          | 9,600         |          | October 2013                                | 115           | 1.9%     | Median income                   | 22,600      | 23,100      |
| Population change 02-12                           | 300           | 2.9%     | January 2014                                | 144           | 2.4%     | Lower quartile                  | 12,500      | 12,100      |
| Males   | 4,900         | 49.6%    | April 2014                                  | 112           | 1.8%     |                                 |             |             |
| Females   | 5,000         | 50.4%    | <b>Economic activity (2011 Census)</b>      |               |          | <b>Number</b>                   | <b>%</b>    |             |
| 0-15  | 1,650         | 16.5%    | All aged 16-74                              | 7,131         |          | <b>Benefits (November 2013)</b> |             |             |
| 16-29   | 1,400         | 14.4%    | Economically active                         | 5,044         | 70.7%    | All working age client group*   | 650         | 10.7%       |
| 30-44   | 1,600         | 16.3%    | - unemployed                                | 213           | 4.2%     | Job seekers*                    | 130         | 2.1%        |
| 45-64   | 2,900         | 29.1%    | Economically inactive                       | 2,087         | 29.3%    | Incapacity benefits*            | 320         | 5.3%        |
| 65+   | 2,350         | 23.6%    | - long term sick/disabled                   | 255           | 12.2%    | Lone parent*                    | 35          | 0.6%        |
|   |               |          |   |               |          | Other income related*           | 15          | 0.2%        |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>4,812</b>  |          | All key out of work benefits*   | 500         | 8.2%        |
| Live births                                       | 107           |          | Agriculture, forestry & fishing             | 449           | 9.3%     | Carers*                         | 80          | 1.3%        |
| Deaths  | 98            |          | Energy, water & mining                      | 85            | 1.8%     | Disabled*                       | 60          | 1.0%        |
|   |               |          | Manufacturing                               | 353           | 7.3%     | Bereaved*                       | 10          | 0.2%        |
| <b>Population characteristics (2011 Census)</b>   |               |          | Construction                                | 533           | 11.1%    | Pension credit**                | 450         | 18.3%       |
| Born in Wales                                     | 6,901         | 69.8%    | Wholesale & retail                          | 569           | 11.8%    | <b>Benefits (November 2012)</b> |             |             |
| Born outside the UK                               | 247           | 2.5%     | Transport & storage                         | 170           | 3.5%     | All working age client group*   | 705         | 11.6%       |
| Ethnicity - white British/Irish                   | 9,692         | 98.0%    | Accommodation & food services               | 424           | 8.8%     | Job seekers*                    | 160         | 2.6%        |
| Other white                                       | 89            | 0.9%     | Services                                    | 491           | 10.2%    | Incapacity benefits*            | 340         | 5.6%        |
| Mixed ethnic group                                | 51            | 0.5%     | Public admin, education & health            | 1,466         | 30.5%    | Lone parent*                    | 35          | 0.6%        |
| Other ethnic groups                               | 61            | 0.6%     | Other                                       | 272           | 5.7%     | Other income related*           | 20          | 0.3%        |
| Religion - Christian                              | 6,707         | 67.8%    | Work at home                                | 636           | 13.2%    | All key out of work benefits*   | 555         | 9.1%        |
| No religion                                       | 2,299         | 23.2%    | <b>Social class (2011 Census)</b>           |               |          | Carers*                         | 85          | 1.4%        |
| People with limiting long term illness            | 2,045         | 20.7%    | Managerial & professional                   | 1,973         | 27.7%    | Disabled*                       | 45          | 0.7%        |
| People providing unpaid care (of persons aged 3+) | 1,048         | 10.6%    | Skilled                                     | 2,608         | 36.6%    | Bereaved*                       | 20          | 0.3%        |
| Speak Welsh                                       | 6,726         | 70.2%    | Part/unskilled                              | 1,919         | 26.9%    | Pension credit**                | 495         | 20.0%       |
| No skills in Welsh                                | 2,121         | 22.1%    | Other (inc.students)                        | 631           | 8.8%     |                                 |             |             |

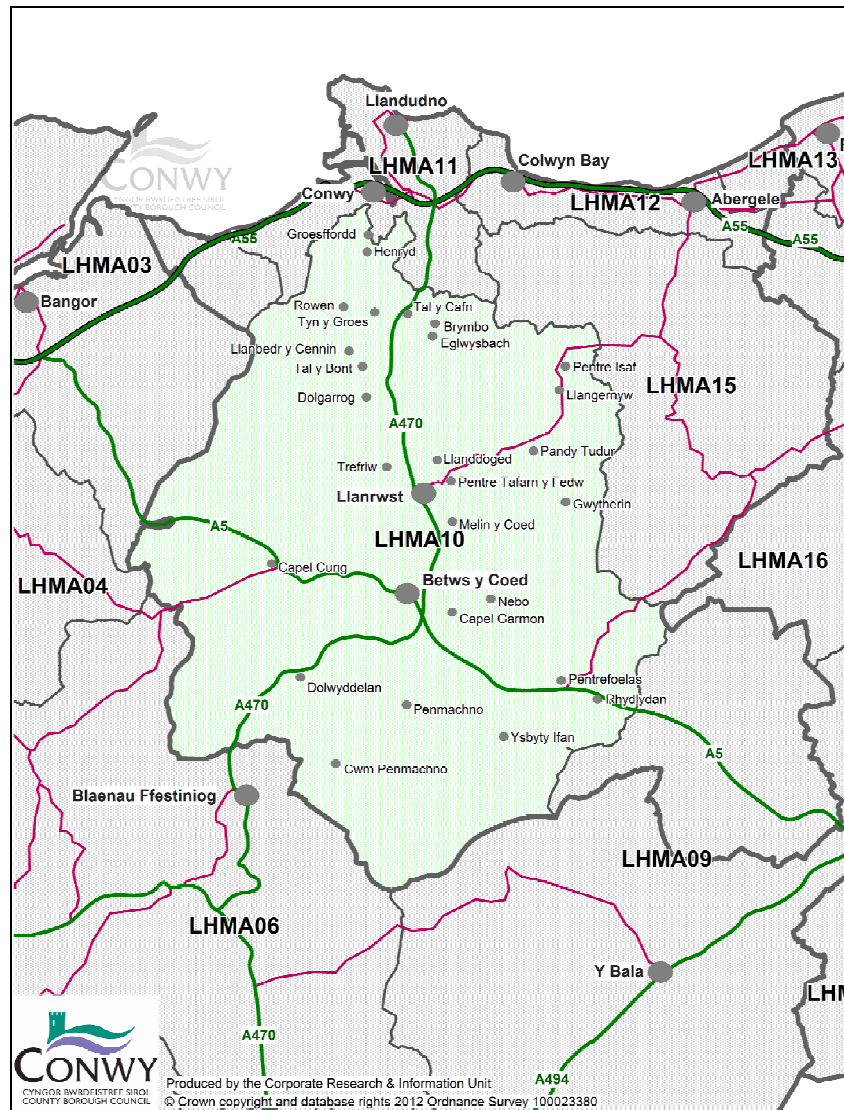
\*% of all work age \*\*% of all receiving state pension

These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

## Appendix 3

### LHMA Area Profile 10 – Dyffryn Conwy



#### Population

Dyffryn Conwy LHMA area is an attractive, mainly agricultural area. The population of the area in 2012 was 12,250, and is widely dispersed with a density of only 0.19 persons/ha. The main settlements are the market town of Llanrwst and the scattered villages of Betws-y-Coed, Eglwysbach, Llangernyw and Pentrefoelas. The population is predominantly Welsh speaking 54.9% compared to an average for the whole of Conwy is 27.4%.

The population in Dyffryn Conwy is ageing, with 23.2% of residents aged 65 or over and only 16.2% are aged under 15. There were 6,235 household spaces in the area in 2011 and nearly a third of households comprised only one person, half of which were 65+.

## **Housing**

The area is rural in nature, with a large proportion of dwellings being outside of recognized settlements. The housing stock is dominated by detached (46.4%) and semi detached properties (26.7%), with a very small proportion of flats (4.1%). The majority of the housing stock within settlements is Victorian. Many of the older rural dwellings have been updated and extended.

During 2013 there were 140 house sales in the housing market area and 97 in 2012. The small volume of sales adds to the pressure for affordable housing within this rural area.

In 2013, the average (median) house price was £154,750 and the median household income was £24,400. This gives an affordability ratio of 6.3. The lower quartile house price was £114,625 and the lower quartile household income was £13,250 giving an affordability ratio of 8.7, making the Dyffryn Conwy LHMA area the second most expensive area to buy either a median or lower quartile priced property in Conwy.

The Dyffryn Conwy LHMA area has the lowest proportion of privately rented housing (16.4%) compared with all of the other LHMA areas. The average cost of renting a private property in the Dyffryn Conwy LHMA area is £508 per calendar month, which leaves a household with a median household income with a small amount to save towards a deposit to buy. A household with a lower quartile monthly income typically has a shortfall of £176.25 each month between the cost of their rent and their income.

The distribution of socially rented housing stock is very uneven across the area; however there is a high proportion of social stock located within Llanrwst.

## **Economy**

The area is dominated by agriculture (primarily livestock production) which is the traditional mainstay of the economy and the rural community. The other main driver of the local economy is tourism, which is seasonal in nature. Many residents commute to nearby towns for employment, though a high proportion of the population works at home (13.7%).

Unemployment in the area is low (1.6% in April 2014) and the economic activity rate in 2011 was fairly high (70.8% of all people aged 16-74).

## **Environment**

The Conwy valley and surrounding hills are widely known for their natural beauty, and the area contains part of the Snowdonia National Park. Settlements are generally attractive, and along the valley they tend to be linear in form. Some settlements on the valley floor are liable to flooding from the River Conwy.

## **Communications**

Road access to and from this sub-area is good. The A470 and B5106 run either side of the River Conwy along the valley floor and provide links with the A55 to the north and the A5 to the south. The settlements in hilly areas away from the valley floor are reasonably accessible. A railway line runs through the valley and is an important transport link. Bus services along the valley floor are regular, but less frequent to outlying areas. There is a heavy reliance on private transport, with just 15.4% of households having no car. Telecommunications access and connectivity speeds are less reliable than in coastal areas, but are improving.

## **Services and facilities**

While the settlements provide some shops and services, travel elsewhere is a general necessity. To the north the sub-area looks towards the coastal town; to the south Llanrwst becomes an alternative and provides leisure facilities and a secondary school.

## Dyffryn Conwy - local housing market area (LHMA) 10

| Housing  |               |             |  |               |          |
|--|---------------|-------------|--|---------------|----------|
| <b>House sales</b>                             | <b>Number</b> | <b>%</b>    |  | <b>Number</b> | <b>%</b> |
| Total sales 2013                               | 140           |             | <b>Total households (2011 Census)</b>            | 5,308         | 100%     |
| Total sales 2012                               | 97            |             | Population in private households                 | 12,082        | 98.7%    |
| Change 2012-2013                               | 43            | 44.3%       | Average household size                           | 2.28          |          |
| <b>House prices</b>                            | <b>£</b>      |             | <b>Household composition</b>                     |               |          |
| Median   |               |             | All one person household                         | 1,655         | 31.2%    |
| All house types 2013                           | 154,750       |             | - one person; aged 65+                           | 785           | 14.8%    |
| All house types 2012                           | 145,000       |             | All households with dependent children           | 1,317         | 24.8%    |
| Change 2012-2013                               | 9,750         | 6.7%        | - lone parents with dependents                   | 277           | 5.2%     |
| Lower quartile                                 |               |             | All households of only pensioners                | 1,378         | 26.0%    |
| All house types 2013                           | 114,625       |             |  |               |          |
| All house types 2012                           | 105,000       |             | <b>Tenure</b>                                    |               |          |
| Change 2012-2013                               | 9,625         | 9.2%        | Owner occupied                                   | 3,788         | 71.4%    |
|  |               |             | Rented from social landlord                      | 647           | 12.2%    |
| <b>Affordability ratios*</b>                   |               | <b>2013</b> | Other rented                                     | 873           | 16.4%    |
| Median income to houseprice                    |               | 6.3         | No central heating                               | 312           | 5.9%     |
| Lower quartile income to houseprice            |               | 8.7         | Overcrowded                                      | 186           | 3.5%     |
| <i>*Houseprice divided by household income</i> |               |             | Average rooms per household                      | 6.0           |          |
|  |               |             | No car   | 818           | 15.4%    |
| <b>Household spaces (2011 Census)</b>          | <b>Number</b> | <b>%</b>    | <b>Dwelling stock by council tax band (2011)</b> |               |          |
| Total household spaces                         | 6,235         |             | Total dwelling stock                             | 6,036         | 100%     |
| With residents                                 | 5,308         | 85.1%       | Band A   | 424           | 7.0%     |
| Vacant   | 927           | 14.9%       | Band B   | 949           | 15.7%    |
|  |               |             | Band C   | 1,655         | 27.4%    |
| Detached                                       | 2,892         | 46.4%       | Band D   | 991           | 16.4%    |
| Semi detached                                  | 1,664         | 26.7%       | Band E   | 1,097         | 18.2%    |
| Terraced                                       | 1,151         | 18.5%       | Band F   | 634           | 10.5%    |
| Purpose built flat                             | 257           | 4.1%        | Band G   | 229           | 3.8%     |
| Converted flat (inc. bedsit)                   | 123           | 2.0%        | Band H   | 42            | 0.7%     |
| In a commercial building                       | 108           | 1.7%        | Band I   | 15            | 0.2%     |
| Caravan or other temporary                     | 40            | 0.6%        |  |               |          |

| Deprivation  |               |          |
|--|---------------|----------|
| Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales. |               |          |
| Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain.  |               |          |
| <b>Welsh index of multiple deprivation 2011</b>  |               |          |
|  | <b>Number</b> | <b>%</b> |
| Total LSOAs in area  | 8             | 100%     |
| In each deprivation domain   |               |          |
| Overall Index  | 0             | 0.0%     |
| Income   | 0             | 0.0%     |
| Employment   | 0             | 0.0%     |
| Health   | 0             | 0.0%     |
| Education  | 0             | 0.0%     |
| Access to services   | 6             | 75.0%    |
| Housing  | 2             | 25.0%    |
| Physical environment   | 0             | 0.0%     |
| Community safety   | 0             | 0.0%     |
| <b>Map</b>   |               |          |
|  |               |          |
| © Crown copyright and database rights 2012 Ordnance Survey 100023380 Use of this data is subject to terms and conditions.      |               |          |

These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

## Dyffryn Conwy - local housing market area (LHMA) 10

| Demography & population dynamics                  |               |          | Economy & employment                        |               |          | Income & benefits               |               |          |
|---|---------------|----------|---|---------------|----------|---------------------------------|---------------|----------|
| <u>Population density 2012</u>                    | (persons/ha)  | 0.19     |   |               |          |                                 |               |          |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        | <b>Number</b> | <b>%</b> |                                 |               |          |
| <b>Mid-year population 2012</b>                   | 12,250        |          | July 2013                                   | 120           | 1.7%     | <b>Household income</b>         | <b>£</b>      |          |
| Mid-year population 2002                          | 11,700        |          | October 2013                                | 126           | 1.8%     | Median income                   | 2013          | 2012     |
| Population change 02-12                           | 550           | 4.7%     | January 2014                                | 138           | 1.9%     | Lower quartile                  | 13,250        | 13,150   |
| Males   | 6,050         | 49.4%    | April 2014                                  | 114           | 1.6%     |                                 |               |          |
| Females   | 6,200         | 50.6%    |   |               |          |                                 | <b>Number</b> | <b>%</b> |
| 0-15  | 2,000         | 16.2%    | <b>Economic activity (2011 Census)</b>      |               |          | <b>Benefits (November 2013)</b> |               |          |
| 16-29   | 1,650         | 13.5%    | All aged 16-74                              | 8,926         |          | All working age client group*   | 830           | 11.6%    |
| 30-44   | 2,000         | 16.1%    | Economically active                         | 6,316         | 70.8%    | Job seekers*                    | 135           | 1.9%     |
| 45-64   | 3,800         | 30.9%    | - unemployed                                | 248           | 3.9%     | Incapacity benefits*            | 405           | 5.6%     |
| 65+   | 2,850         | 23.2%    | Economically inactive                       | 2,610         | 29.2%    | Lone parent*                    | 65            | 0.9%     |
|   |               |          | - long term sick/disabled                   | 324           | 12.4%    | Other income related*           | 20            | 0.3%     |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>6,042</b>  |          | All key out of work benefits*   | 625           | 8.7%     |
| Live births                                       | 124           |          | Agriculture, forestry & fishing             | 452           | 7.5%     | Carers*                         | 95            | 1.3%     |
| Deaths  | 122           |          | Energy, water & mining                      | 92            | 1.5%     | Disabled*                       | 90            | 1.3%     |
|   |               |          | Manufacturing                               | 322           | 5.3%     | Bereaved*                       | 20            | 0.3%     |
| <b>Population characteristics (2011 Census)</b>   |               |          | Construction                                | 592           | 9.8%     | Pension credit**                | 590           | 19.4%    |
| Born in Wales                                     | 8,054         | 65.8%    | Wholesale & retail                          | 809           | 13.4%    | <b>Benefits (November 2012)</b> |               |          |
| Born outside the UK                               | 346           | 2.8%     | Transport & storage                         | 183           | 3.0%     | All working age client group*   | 820           | 11.4%    |
| Ethnicity - white British/Irish                   | 11,959        | 97.7%    | Accommodation & food services               | 636           | 10.5%    | Job seekers*                    | 125           | 1.7%     |
| Other white                                       | 155           | 1.3%     | Services                                    | 765           | 12.7%    | Incapacity benefits*            | 400           | 5.6%     |
| Mixed ethnic group                                | 75            | 0.6%     | Public admin, education & health            | 1,882         | 31.1%    | Lone parent*                    | 45            | 0.6%     |
| Other ethnic groups                               | 51            | 0.4%     | Other                                       | 309           | 5.1%     | Other income related*           | 25            | 0.3%     |
| Religion - Christian                              | 7,965         | 65.1%    | Work at home                                | 825           | 13.7%    | All key out of work benefits*   | 595           | 8.3%     |
| No religion                                       | 3,065         | 25.0%    | <b>Social class (2011 Census)</b>           |               |          | Carers*                         | 95            | 1.3%     |
| People with limiting long term illness            | 2,536         | 20.7%    | Managerial & professional                   | 2,654         | 29.7%    | Disabled*                       | 105           | 1.5%     |
| People providing unpaid care (of persons aged 3+) | 1,341         | 11.0%    | Skilled                                     | 3,247         | 36.4%    | Bereaved*                       | 25            | 0.3%     |
| Speak Welsh                                       | 6,507         | 54.9%    | Part/unskilled                              | 2,227         | 24.9%    | Pension credit**                | 615           | 20.1%    |
| No skills in Welsh                                | 3,929         | 33.1%    | Other (inc. students)                       | 798           | 8.9%     |                                 |               |          |

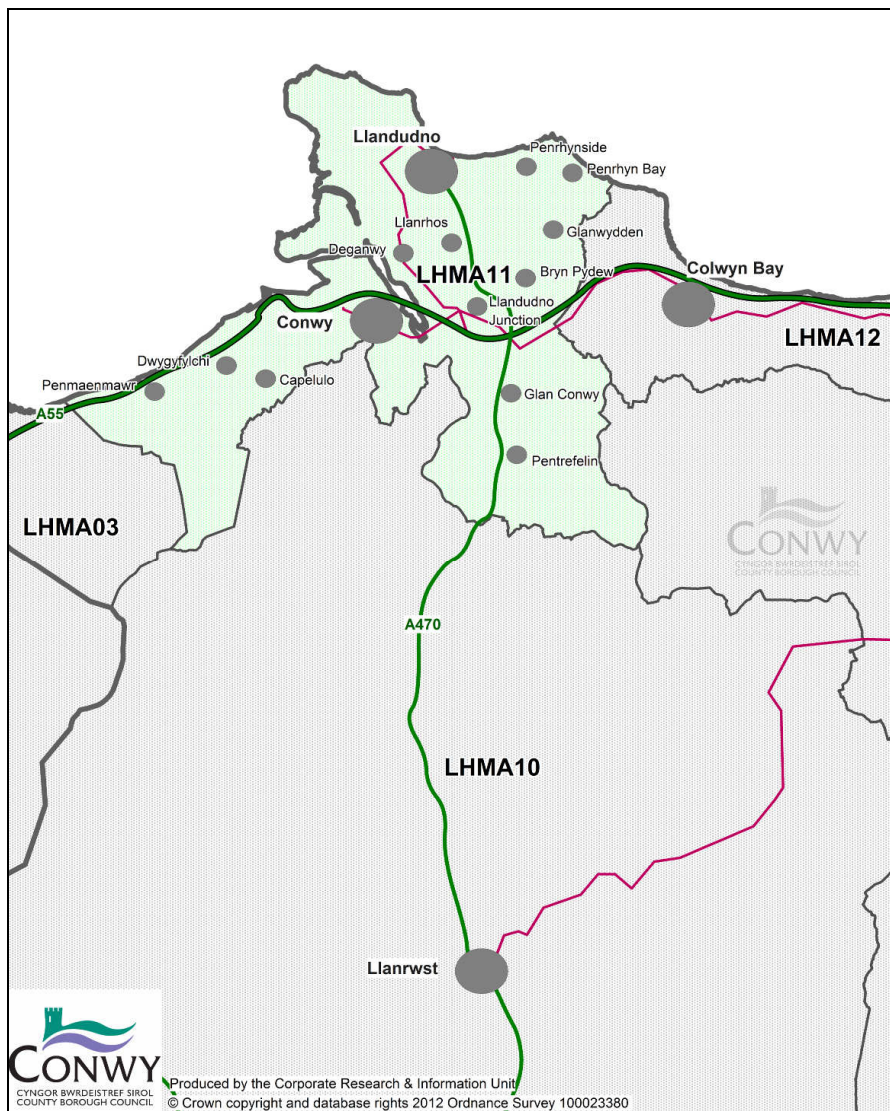
\* % of all work age \*\* % of all receiving state pension

These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

## Appendix 4

### LHMA Area Profile 11 – Llandudno



### Population

Centrally located on the North Wales coast, the Llandudno local housing market area is bordered by Rhos on Sea and Colwyn Bay to the east, by Llanfairfechan and Bangor to the west, and by Snowdonia National Park and the Conwy Valley to the south. The population of the area in 2012 was 41,950. The main settlements in the area are the Victorian resort town of Llandudno, the former quarry village and Victorian resort of Penmaenmawr, Llandudno Junction, Deganwy and the walled town of Conwy. Just over a quarter of all residents are aged 65 or over (25.7%), only 16% are aged under 15.



## **Housing**

There were 21,187 household spaces in the area in 2011 and 18% of these households are lone-pensioner households (65+). The average household size of 2.14 is the smallest in Conwy.

Many of the settlements in the area are of 19th century origin with a substantial stock of Victorian and Edwardian housing in Llandudno, Penmaenmawr and within the walled town of Conwy. In Penmaenmawr and some parts of Llandudno many of the larger Victorian and Edwardian dwellings are now in multiple-occupation or have been converted to flats. Guest house and bed and breakfast accommodation is also provided in these larger dwellings.

A nucleus of older housing exists in both Deganwy and Llandudno Junction, with considerable proportions of the housing stock being interwar detached and semi detached properties. Since 1945 significant public and private sector development has taken place in all areas, including the building of sizeable social rented sector housing estates in Llandudno, Conwy, Dwygyfylchi and Llandudno Junction.

In 2013, the average median house price was £155,000 and median household income was £23,950. This gives an affordability ratio of 6.5, making it the most expensive LHMA area to buy in the whole of Conwy. The lower quartile housing is also the most expensive to buy in Conwy at £120,000, giving an affordability ratio of 9.1. During 2013 there were 713 house sales in the housing market area.

The average monthly cost of privately rented accommodation is £548 per calendar month, making it the second most expensive LHMA area to rent in Conwy. This leaves households on median household incomes very little money available to save towards buying a property, and households on lower quartile incomes with a considerable shortfall in their income and the cost of their rent.

There are pockets of high levels of social housing stock in parts of the Llandudno LHMA area; however some areas have very little stock or none available at all.

## **Economy**

The hub of Llandudno Junction, Llandudno and Conwy town was identified in the Wales Spatial Plan as occupying a strategic position in North Wales, connecting the east and west, and acting as a retail, service and employment centre for a large hinterland.

Nearly a third of employment is in the tourism or retail sector, and tourism is vital to the economy, character and appearance of Llandudno and Conwy in particular. However, the seasonal nature of tourism, and its narrow base of appeal are often cited as drawbacks. The development of the Parc Llandudno retail park in Llandudno has enhanced its importance as a regional hub. Public administration is also a major employment sector in the housing market area, and is the location of the Welsh Government's North Wales headquarters at the former Point site in Llandudno Junction.

Unemployment in the area was 3.5% in April 2014 and the economic activity rate of all people aged 16-74 was 66.7%.

## **Environment**

The land and coast of the HMA contain areas of nationally acknowledged natural beauty and wildlife importance, including areas such as the Great Orme in Llandudno, Conwy Mountain and the Morfa Conwy dunes. The Snowdonia National Park borders the area to the south West. The built environment is also special, with the Conwy castle and town walls being part of a UNESCO designated World Heritage Site. There are conservation areas in Conwy, Llandudno and Penmaenmawr. The character and appearance of Llandudno and Conwy in particular are important to the area's success as a tourist destination.

## **Communications**

The area has good access to the A55 coastal road (Euroroute E22) and the A470 (Llandudno-Conwy Valley road). The railway station at Llandudno Junction serves both the main London-Holyhead line and the branch lines to Llandudno and the Conwy Valley. There are mainline stations at Penmaenmawr and Conwy (request stop), a branch line terminus in Llandudno and a branch line request stop at Deganwy, all of which serve Llandudno Junction. Bus services along the coast are regular and frequent, and there are regular (though less frequent) services from Llandudno Junction along both sides of the Conwy valley. National Express coach services run to Liverpool, London and Manchester on a daily basis.

## **Services and facilities**

Serving as a regional hub with a wide sphere of influence, the housing market area is well provided with a wide range of services and facilities. There are three secondary schools; a leisure centre, a public swimming pool; and generally good access to public open space, beaches and 'common' land. There is a multi-screen cinema in Llandudno Junction and the Venue Cymru theatre and conference centre is situated in Llandudno.

Llandudno provides the focus for retail provision for a wide catchment area, with many major high street chains being represented. Supermarket chains include Asda, Iceland and Tesco. High street shopping has declined in Deganwy and Llandudno Junction and basic local shopping and services exist in Penmaenmawr but travel elsewhere is a general necessity.

## Llandudno - local housing market area (LHMA) 11

| Housing  |               |             |  |                           |
|--|---------------|-------------|--|---------------------------|
| <b>House sales</b>                             | <b>Number</b> | <b>%</b>    |  |                           |
| Total sales 2013                               | 713           |             | <b>Total households (2011 Census)</b>            | <b>19,057</b> <b>100%</b> |
| Total sales 2012                               | 592           |             | Population in private households                 | 40,854 97.3%              |
| Change 2012-2013                               | 121           | 20.4%       | Average household size                           | 2.14                      |
| <b>House prices</b>                            | <b>£</b>      |             | <b>Household composition</b>                     |                           |
| Median   |               |             | All one person household                         | 6,793 35.6%               |
| All house types 2013                           | 155,000       |             | - one person; aged 65+                           | 3,437 18.0%               |
| All house types 2012                           | 150,000       |             | All households with dependent children           | 4,457 23.4%               |
| Change 2012-2013                               | 5,000         | 3.3%        | - lone parents with dependents                   | 1,219 6.4%                |
| Lower quartile                                 |               |             | All households of only pensioners                | 5,763 30.2%               |
| All house types 2013                           | 120,000       |             | <b>Tenure</b>                                    |                           |
| All house types 2012                           | 119,987       |             | Owner occupied                                   | 13,255 69.6%              |
| Change 2012-2013                               | 13            | 0.0%        | Rented from social landlord                      | 2,248 11.8%               |
| <b>Affordability ratios*</b>                   |               | <b>2013</b> | Other rented                                     | 3,554 18.6%               |
| Median income to houseprice                    |               | 6.5         | No central heating                               | 682 3.6%                  |
| Lower quartile income to houseprice            |               | 9.1         | Overcrowded                                      | 946 5.0%                  |
| <i>*Houseprice divided by household income</i> |               |             | Average rooms per household                      | 5.5                       |
| <b>Household spaces (2011 Census)</b>          | <b>Number</b> | <b>%</b>    | No car   | 4,627 24.3%               |
| Total household spaces                         | 21,187        |             | <b>Dwelling stock by council tax band (2011)</b> |                           |
| With residents                                 | 19,057        | 89.9%       | Total dwelling stock                             | 20,791 100%               |
| Vacant   | 2,130         | 10.1%       | Band A   | 1,934 9.3%                |
| Detached                                       | 5,897         | 27.8%       | Band B   | 2,472 11.9%               |
| Semi detached                                  | 6,642         | 31.3%       | Band C   | 5,168 24.9%               |
| Terraced                                       | 3,494         | 16.5%       | Band D   | 4,694 22.6%               |
| Purpose built flat                             | 3,028         | 14.3%       | Band E   | 3,360 16.2%               |
| Converted flat (inc. bedsit)                   | 1,491         | 7.0%        | Band F   | 2,112 10.2%               |
| In a commercial building                       | 420           | 2.0%        | Band G   | 790 3.8%                  |
| Caravan or other temporary                     | 215           | 1.0%        | Band H   | 178 0.9%                  |
|  |               |             | Band I   | 83 0.4%                   |

**Deprivation**

Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales. Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain.

**Welsh index of multiple deprivation 2011**

|                            | Number | %     |
|----------------------------|--------|-------|
| Total LSOAs in area        | 26     | 100%  |
| In each deprivation domain |        |       |
| Overall Index              | 2      | 7.7%  |
| Income                     | 3      | 11.5% |
| Employment                 | 2      | 7.7%  |
| Health                     | 1      | 3.8%  |
| Education                  | 1      | 3.8%  |
| Access to services         | 2      | 7.7%  |
| Housing                    | 11     | 42.3% |
| Physical environment       | 8      | 30.8% |
| Community safety           | 5      | 19.2% |

### Map



© Crown copyright and database rights 2012 Ordnance Survey 100023380 Use of this data is subject to terms and conditions.

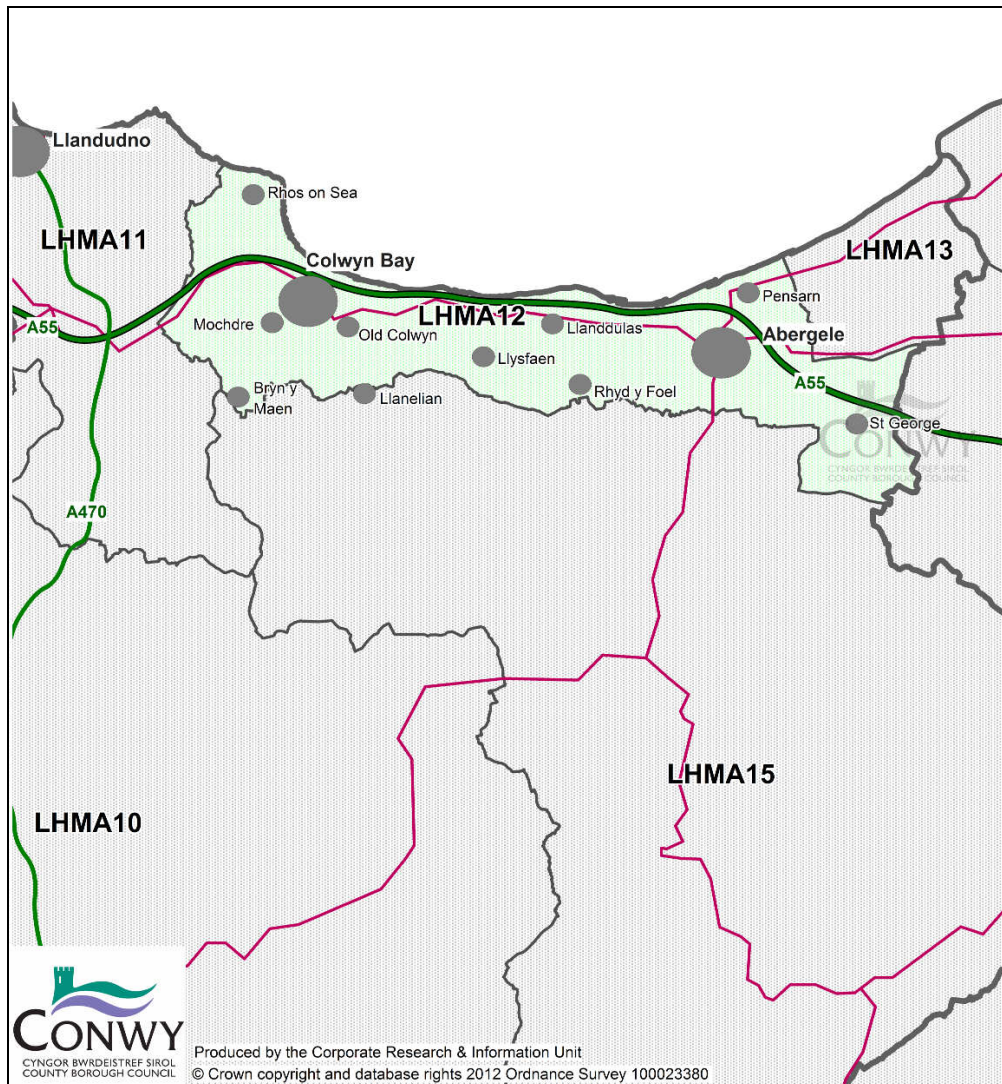
## Llandudno - local housing market area (LHMA) 11

| Demography & population dynamics                  |               |          | Economy & employment                        |               |       | Income & benefits                                       |               |             |
|---|---------------|----------|---|---------------|-------|---|---------------|-------------|
| Population density 2012                           | (persons/ha)  | 6.34     |   | Number        | %     |   | £             |             |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        |               |       |   | <b>2013</b>   | <b>2012</b> |
| Mid-year population 2012                          | 41,950        |          | July 2013                                   | 919           | 3.9%  | Household income  |               |             |
| Mid-year population 2002                          | 40,650        |          | October 2013                                | 808           | 3.4%  | Median income   | 23,950        | 23,850      |
| Population change 02-12                           | 1,300         | 3.2%     | January 2014                                | 909           | 3.9%  | Lower quartile  | 13,150        | 12,550      |
| Males   | 20,100        | 48.0%    | April 2014                                  | 815           | 3.5%  |   | <b>Number</b> | <b>%</b>    |
| Females   | 21,800        | 52.0%    | <b>Economic activity (2011 Census)</b>      |               |       | <b>Benefits (November 2013)</b>                         |               |             |
| 0-15  | 6,700         | 16.0%    | All aged 16-74                              | 29,886        |       | All working age client group*                           | 3,865         | 16.5%       |
| 16-29   | 6,100         | 14.6%    | Economically active                         | 19,946        | 66.7% | Job seekers*  | 815           | 3.5%        |
| 30-44   | 6,800         | 16.2%    | - unemployed                                | 1,267         | 6.4%  | Incapacity benefits*                                    | 1,825         | 7.8%        |
| 45-64   | 11,600        | 27.6%    | Economically inactive                       | 9,940         | 33.3% | Lone parent*  | 315           | 1.3%        |
| 65+   | 10,800        | 25.7%    | - long term sick/disabled                   | 1,419         | 14.3% | Other income related*                                   | 105           | 0.4%        |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>18,533</b> |       | All key out of work benefits*                           | 3,060         | 13.0%       |
| Live births                                       | 411           |          | Agriculture, forestry & fishing             | 100           | 0.5%  | Carers*   | 370           | 1.6%        |
| Deaths  | 557           |          | Energy, water & mining                      | 287           | 1.5%  | Disabled*   | 385           | 1.6%        |
| <b>Population characteristics (2011 Census)</b>   |               |          | Manufacturing                               | 775           | 4.2%  | Bereaved*   | 50            | 0.2%        |
| Born in Wales                                     | 22,881        | 54.5%    | Construction                                | 1,457         | 7.9%  | Pension credit**  | 2,170         | 18.8%       |
| Born outside the UK                               | 2,150         | 5.1%     | Wholesale & retail                          | 3,304         | 17.8% | <b>Benefits (November 2012)</b>                         |               |             |
| Ethnicity - white British/Irish                   | 40,032        | 95.4%    | Transport & storage                         | 709           | 3.8%  | All working age client group*                           | 3,955         | 16.9%       |
| Other white                                       | 883           | 2.1%     | Accommodation & food services               | 2,392         | 12.9% | Job seekers*  | 880           | 3.8%        |
| Mixed ethnic group                                | 379           | 0.9%     | Services                                    | 2,627         | 14.2% | Incapacity benefits*                                    | 1,915         | 8.2%        |
| Other ethnic groups                               | 679           | 1.6%     | Public admin, education & health            | 5,937         | 32.0% | Lone parent*  | 300           | 1.3%        |
| Religion - Christian                              | 27,249        | 64.9%    | Other                                       | 945           | 5.1%  | Other income related*                                   | 110           | 0.5%        |
| No religion                                       | 10,945        | 26.1%    | Work at home                                | 1,255         | 6.8%  | All key out of work benefits*                           | 3,205         | 13.7%       |
| People with limiting long term illness            | 9,671         | 23.0%    | <b>Social class (2011 Census)</b>           |               |       | Carers*   | 350           | 1.5%        |
| People providing unpaid care (of persons aged 3+) | 4,768         | 11.4%    | Managerial & professional                   | 8,819         | 29.5% | Disabled*   | 335           | 1.4%        |
| Speak Welsh                                       | 10,170        | 25.0%    | Skilled                                     | 9,282         | 31.1% | Bereaved*   | 65            | 0.3%        |
| No skills in Welsh                                | 24,854        | 61.0%    | Part/unskilled                              | 8,455         | 28.3% | Pension credit**  | 2,265         | 19.8%       |
|   |               |          | Other (inc.students)                        | 3,330         | 11.1% | * % of all work age ** % of all receiving state pension |               |             |

These statistics may be used under the terms of the Open Government Licence.

## Appendix 5

### LHMA Area Profile 12 – Bay of Colwyn



#### Population

The Bay of Colwyn LHMA area covers the northern coastal strip from Rhos on Sea to Abergele, and is one of the larger of the housing market areas in Conwy. The area is made up of the settlements of Rhos on Sea, Mochdre, Colwyn Bay, Old Colwyn, Llysfaen, Llanddulas and Abergele. As an urban area, population density is relatively high at 9.66 persons/ha. The population of the area in 2012 was 43,600, 26.1% of residents are aged 65 or over and only 16.9% are aged under 15, making it the oldest population in the whole of Conwy. 19.6% of the population speaks Welsh which is lower than average figure for the whole of Conwy.

#### Housing

Colwyn Bay developed into a popular seaside resort during the 19th Century following the arrival of the railway. The influx of visitors and holiday makers prompted the development of a number of large hotel and B&B properties to

accommodate the demands from tourists. Following the decline of the tourism industry in Colwyn Bay, there was no longer sufficient demand for holiday accommodation in the area, and over several decades many of the large Edwardian and Victorian 3 and 4 story properties have been subdivided into smaller residential units. A large proportion of these properties have been purchased by private landlords and converted into Houses of Multiple Occupation (HMOs), which has resulted in a high concentration of HMOs within a small geographical area, drastically increasing the density of the local population.

Other settlements, including Abergele have a nucleus of older dwellings in and around their town centres. There are sizeable estates of social housing stock at Glyn, Peulwys and in Mochdre in Colwyn Bay, and in Maes Canol and Maes y Dre in Abergele. New private development is taking place on redevelopment sites and on the outskirts of the settlements. Though growth in new housing supply has been steady for many years, future expansion is limited in parts of the Bay of Colwyn LHMA area by physical constraints on land supply.

In 2013, the average (median) house price was £130,000 and median household income was £23,350. This gives an affordability ratio of 5.6. The lower quartile house price was £100,000 and the lower quartile income was £12,750, giving an affordability ratio of 7.8. Although both of these affordability ratios are above the usual 3.5 used to by lenders to calculate mortgage eligibility, the Bay of Colwyn LHMA area is one of the more affordable LHMA areas to buy in Conwy.

The average monthly cost of renting a property in the Bay of Colwyn LHMA area is £524, which leaves households on a median household income with very little money to save towards a deposit to buy. Households on a lower quartile income have an average shortfall of £205.25 per month between the cost of rent and their income.

## **Economy**

Public administration, education and health dominate employment in this area (37%). The County Borough Council and Llandrillo College are among the main employers, and Colwyn Bay in particular has a reputation as a centre for office employment. There is an industrial estate at Mochdre, which has recently seen major expansion, and there are a couple of smaller industrial developments in Abergele. However, there is little employment in manufacturing industries in the area. Residents in Abergele, Mochdre and Llanddulas have fewer employment opportunities within their own settlements and many residents have to travel to work places outside these towns.

Unemployment within the area is high; however it has reduced slightly (4.0% in April 2014, 5.0% in July 2013). The economic activity rate in 2011 was low compared to some of the other LHMA areas (63.4% of all people aged 16-74). 16.5% of economically inactive residents are long term sick or disabled, which is the second highest in the whole of Conwy.

## **Environment**

The Bay of Colwyn LHMA area is situated on the coastal plain and the lower slopes of hills which form an attractive backcloth to the urbanised settlements along the coast. Colwyn Bay and Rhos on Sea have extensive promenades. Though the Colwyn Bay town council area (includes Old Colwyn and Rhos on Sea) is urbanised, there are green barriers separating most of the settlements, and access to the surrounding countryside is possible in a matter of minutes. There is a landfill site beside the A55 road at Llysfaen, however the settlement itself is rural in nature and generally attractive. There are seven conservation areas and many listed buildings in the area.

Recent improvements to the sea defences at Colwyn Bay have seen the development of Porth Eirias, a new water sports centre offering tuition in sailing, windsurfing and power boating as well as kayak and canoe hire, and a further commercial space is currently being marketed. Porth Eirias has become a popular new tourist attraction for the area.

## **Communications**

The area has good road communications provided by the A55 which links the town directly/indirectly with Llandudno, Bangor and Holyhead to the west, and to Rhyl and the English border to the east. Frequent bus services connect the area with Conwy, Llandudno and Rhyl. Abergele and Colwyn Bay's railway stations are on the main Chester to Holyhead line with inter-city and local services providing connections to the main centres of population in North Wales, London and the rest of England.

## **Services and facilities**

Central Colwyn Bay has the usual range of shops found in a small town, including many national retailers, with smaller, district centres in Abergele, Rhos on Sea and Old Colwyn. Other facilities in the area include private and state primary schools and secondary schools, a college of further education, a hospital, two leisure centres and a swimming pool, an athletics stadium, two public libraries and several public parks.

Additional sports facilities have also been developed at Eirias Park, The Parc Eirias Events Centre is a cornerstone of regeneration plans for Colwyn Bay; the centre provides a venue for community, cultural and sporting events. There is a large multi-purpose indoor centre including conference and classroom facilities for business and commerce events, as well as an indoor pitch, a gym and high performance sports analysis facilities.

The total cost of the project was £6.5 million, which was funded by £3.8m from the European Regional Development Fund (ERDF) and Welsh Government. Targeted match funding was also secured from the Welsh Government Strategic Regeneration Area fund, Conwy County Borough Council and the Welsh Rugby Union. Further regeneration is planned within Colwyn Bay, which has successfully been awarded £12million from the Welsh Government's Viable and Vibrant Places fund.

## Bay of Colwyn - local housing market area (LHMA) 12

North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment

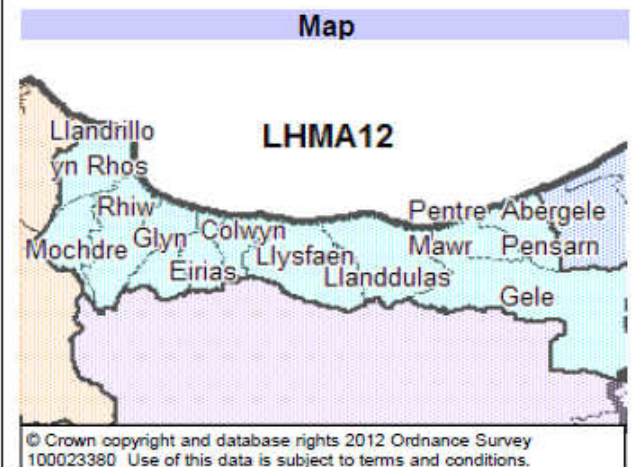
| Housing  |               |             |
|--|---------------|-------------|
| <b>House sales</b>                               | <b>Number</b> | <b>%</b>    |
| Total sales 2013                                 | 579           |             |
| Total sales 2012                                 | 513           |             |
| Change 2012-2013                                 | 66            | 12.9%       |
| <b>House prices</b>                              | <b>£</b>      |             |
| Median   |               |             |
| All house types 2013                             | 130,000       |             |
| All house types 2012                             | 130,000       |             |
| Change 2012-2013                                 | -             | 0.0%        |
| Lower quartile                                   |               |             |
| All house types 2013                             | 100,000       |             |
| All house types 2012                             | 103,000       |             |
| Change 2012-2013                                 | -3,000        | -2.9%       |
| <b>Affordability ratios*</b>                     |               | <b>2013</b> |
| Median income to houseprice                      |               | 5.6         |
| Lower quartile income to houseprice              |               | 7.8         |
| <i>*Houseprice divided by household income</i>   |               |             |
| <b>Household spaces (2011 Census)</b>            | <b>Number</b> | <b>%</b>    |
| Total household spaces                           | 20,875        |             |
| With residents                                   | 19,436        | 93.1%       |
| Vacant   | 1,439         | 6.9%        |
| Detached   | 6,664         | 31.9%       |
| Semi detached                                    | 6,608         | 31.7%       |
| Terraced   | 2,767         | 13.3%       |
| Purpose built flat                               | 2,914         | 14.0%       |
| Converted flat (inc. bedsit)                     | 1,511         | 7.2%        |
| In a commercial building                         | 317           | 1.5%        |
| Caravan or other temporary                       | 94            | 0.5%        |
| <b>Total households (2011 Census)</b>            | <b>Number</b> | <b>%</b>    |
| Total households (2011 Census)                   | 19,436        | 100%        |
| Population in private households                 | 42,338        | 97.4%       |
| Average household size                           | 2.18          |             |
| <u>Household composition</u>                     |               |             |
| All one person household                         | 6,750         | 34.7%       |
| - one person; aged 65+                           | 3,463         | 17.8%       |
| All households with dependent children           | 4,785         | 24.6%       |
| - lone parents with dependents                   | 1,307         | 6.7%        |
| All households of only pensioners                | 5,883         | 30.3%       |
| <u>Tenure</u>                                    |               |             |
| Owner occupied                                   | 13,335        | 68.6%       |
| Rented from social landlord                      | 2,447         | 12.6%       |
| Other rented                                     | 3,654         | 18.8%       |
| No central heating                               | 646           | 3.3%        |
| Overcrowded                                      | 829           | 4.3%        |
| Average rooms per household                      | 5.6           |             |
| No car   | 4,560         | 23.5%       |
| <u>Dwelling stock by council tax band (2011)</u> |               |             |
| Total dwelling stock                             | 20,756        | 100%        |
| Band A   | 2,405         | 11.6%       |
| Band B   | 3,213         | 15.5%       |
| Band C   | 5,442         | 26.2%       |
| Band D   | 4,104         | 19.8%       |
| Band E   | 3,168         | 15.3%       |
| Band F   | 1,527         | 7.4%        |
| Band G   | 671           | 3.2%        |
| Band H   | 176           | 0.8%        |
| Band I   | 50            | 0.2%        |

**Deprivation**

Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales. Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain.

**Welsh index of multiple deprivation 2011**

|                            | <b>Number</b> | <b>%</b> |
|----------------------------|---------------|----------|
| Total LSOAs in area        | 27            | 100%     |
| In each deprivation domain |               |          |
| Overall Index              | 5             | 18.5%    |
| Income                     | 7             | 25.9%    |
| Employment                 | 5             | 18.5%    |
| Health                     | 2             | 7.4%     |
| Education                  | 2             | 7.4%     |
| Access to services         | 3             | 11.1%    |
| Housing                    | 10            | 37.0%    |
| Physical environment       | 2             | 7.4%     |
| Community safety           | 6             | 22.2%    |



These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014



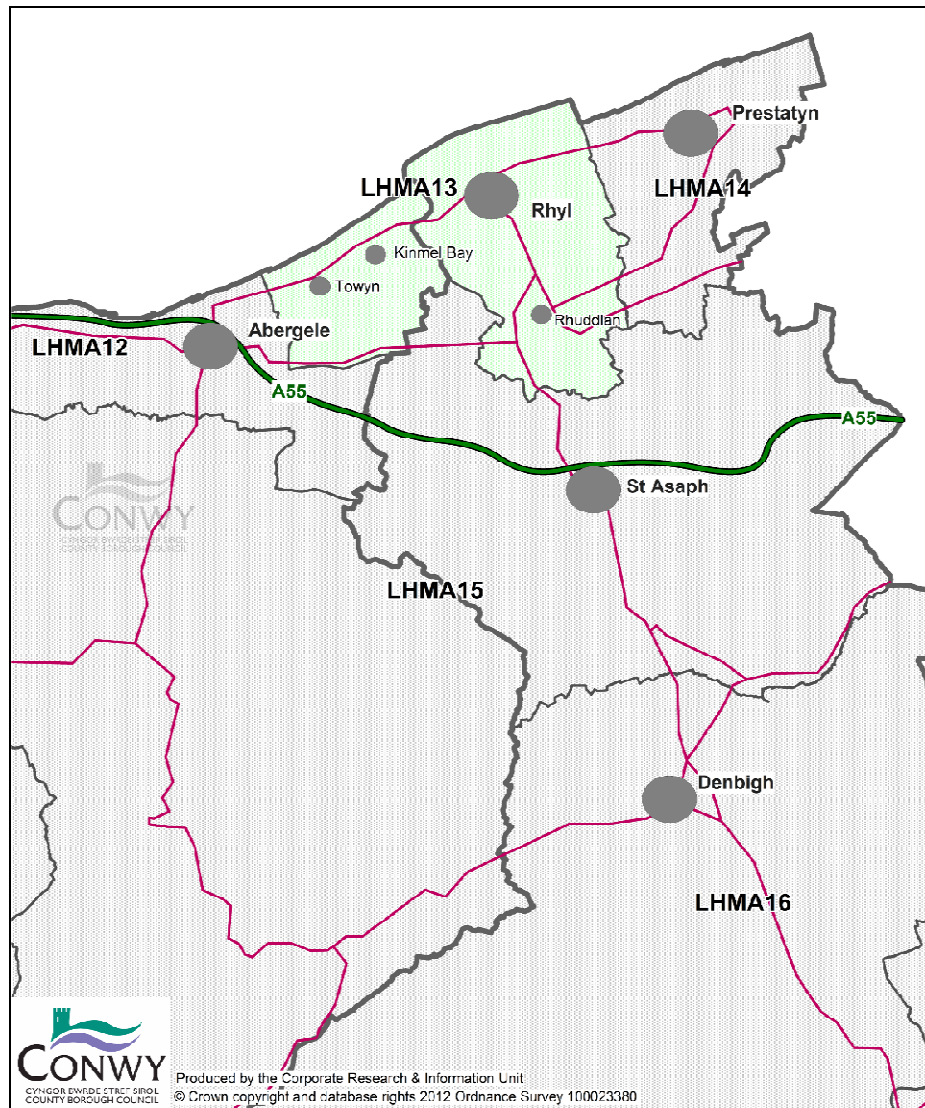
## Bay of Colwyn - local housing market area (LHMA) 12

| Demography & population dynamics                  |               |          | Economy & employment                        |               |                       | Income & benefits                                       |             |               |
|---|---------------|----------|---|---------------|-----------------------|---|-------------|---------------|
| <u>Population density 2012</u>                    | (persons/ha)  | 9.66     |   |               |                       |   |             |               |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        | <b>Number</b> | <b>%</b>              |   |             | <b>£</b>      |
| <b>Mid-year population 2012</b>                   | 43,600        |          | July 2013                                   | 1,169         | 5.0%                  | <b>Household income</b>                                 | <b>2013</b> | <b>2012</b>   |
| Mid-year population 2002                          | 41,300        |          | October 2013                                | 1,062         | 4.5%                  | Median income   | 23,350      | 23,350        |
| Population change 02-12                           | 2,300         | 5.6%     | January 2014                                | 1,073         | 4.5%                  | Lower quartile  | 12,750      | 12,200        |
| Males   | 21,000        | 48.1%    | April 2014                                  | 952           | 4.0%                  |   |             |               |
| Females   | 22,600        | 51.9%    |   |               |                       |   |             |               |
| 0-15  | 7,350         | 16.9%    | <b>Economic activity (2011 Census)</b>      |               |                       |   |             | <b>Number</b> |
| 16-29   | 6,200         | 14.2%    | All aged 16-74                              | 30,339        |                       | <b>Benefits (November 2013)</b>                         |             | <b>%</b>      |
| 30-44   | 6,800         | 15.6%    | Economically active                         | 19,222        | 63.4%                 | All working age client group*                           | 4,675       | 19.8%         |
| 45-64   | 11,800        | 27.1%    | - unemployed                                | 1,345         | 7.0%                  | Job seekers*  | 995         | 4.2%          |
| 65+   | 11,400        | 26.1%    | Economically inactive                       | 11,117        | 36.6%                 | Incapacity benefits*                                    | 2,210       | 9.4%          |
|   |               |          | - long term sick/disabled                   | 1,838         | 16.5%                 | Lone parent*  | 380         | 1.6%          |
|   |               |          |   |               |                       | Other income related*                                   | 145         | 0.6%          |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>17,758</b> |                       | All key out of work benefits*                           | 3,730       | 15.8%         |
| Live births                                       | 464           |          | Agriculture, forestry & fishing             | 80            | 0.5%                  | Carers*   | 450         | 1.9%          |
| Deaths  | 611           |          | Energy, water & mining                      | 298           | 1.7%                  | Disabled*   | 435         | 1.8%          |
|   |               |          | Manufacturing                               | 864           | 4.9%                  | Bereaved*   | 60          | 0.3%          |
| <b>Population characteristics (2011 Census)</b>   |               |          | Construction                                | 1,405         | 7.9%                  |   |             |               |
| Born in Wales                                     | 22,429        | 51.6%    | Wholesale & retail                          | 3,120         | 17.6%                 | Pension credit**  | 2,635       | 22.3%         |
| Born outside the UK                               | 1,983         | 4.6%     | Transport & storage                         | 644           | 3.6%                  |   |             |               |
| Ethnicity - white British/Irish                   | 41,650        | 95.8%    | Accommodation & food services               | 1,361         | 7.7%                  | <b>Benefits (November 2012)</b>                         |             |               |
| Other white                                       | 604           | 1.4%     | Services                                    | 2,500         | 14.1%                 | All working age client group*                           | 4,890       | 20.7%         |
| Mixed ethnic group                                | 352           | 0.8%     | Public admin, education & health            | 6,571         | 37.0%                 | Job seekers*  | 1,185       | 5.0%          |
| Other ethnic groups                               | 866           | 2.0%     | Other                                       | 915           | 5.2%                  | Incapacity benefits*                                    | 2,265       | 9.6%          |
| Religion - Christian                              | 27,851        | 64.1%    | Work at home                                | 876           | 4.9%                  | Lone parent*  | 370         | 1.6%          |
| No religion                                       | 11,495        | 26.4%    |   |               | Other income related* | 150   | 0.6%        |               |
| People with limiting long term illness            | 11,178        | 25.7%    | <b>Social class (2011 Census)</b>           |               |                       | All key out of work benefits*                           | 3,970       | 16.8%         |
| People providing unpaid care (of persons aged 3+) | 5,247         | 12.1%    | Managerial & professional                   | 8,954         | 29.5%                 | Carers*   | 435         | 1.8%          |
| Speak Welsh                                       | 8,272         | 19.6%    | Skilled                                     | 9,190         | 30.3%                 | Disabled*   | 435         | 1.8%          |
| No skills in Welsh                                | 29,088        | 69.1%    | Part/unskilled                              | 8,493         | 28.0%                 | Bereaved*   | 50          | 0.2%          |
|   |               |          | Other (inc.students)                        | 3,702         | 12.2%                 |   |             |               |
|   |               |          |   |               |                       | Pension credit**  | 2,750       | 23.2%         |
|   |               |          |   |               |                       | * % of all work age ** % of all receiving state pension |             |               |

These statistics may be used under the terms of the Open Government Licence.

## Appendix 6

### LHMA Area Profile 13 – Rhyl



#### Population

The housing market area covers the towns of Rhyl and Rhuddlan in Denbighshire County Council, and Towyn and Kinmel Bay in Conwy County Borough Council. In 2012 the area had a population of 37,500. The area has the highest population density out of all the LHMA areas with 11.95 persons per hectare. Just over a fifth of the population are aged 65 or older (21.5%) and over half are of working age (16-64, 59.5%). Just over a fifth of the population have a limiting long term illness (21.8%), the highest proportion in Conwy. The proportion of the population who speak Welsh is the lowest at 14.1%.

#### Housing

During 2013 there were a total of 485 house sales in this housing market area. There have been a significant number of new houses built within parts of this housing market area over the last 20 years particularly in the South East of

Rhyl, Rhuddlan and in Kinmel Bay. In 2011 there were 17,101 household spaces in the area with a third of these households having only one person (32.6%). In 2013, the average (median) house price was £112,500 and the median household income was £21,250. This gives an affordability ratio of 5.3, making it the most affordable housing market area to buy in Conwy.

In 2013 the lower quartile house price was £90,000 which is the lowest house price out of all the LHMA areas. The lower quartile household income was £11,900 which is the lowest household income throughout Conwy. This gives an affordability ratio of 7.6, making it the most affordable LHMA area to buy a property in Conwy.

The average monthly cost of privately rented accommodation is £522 per calendar month, making it the most unaffordable area to rent in Conwy given the low median household income compared with other LHMA areas. This leaves only £9.25 per month for households with a median household income to save towards buying a property of their own. Households on a lower quartile household income have the highest shortfall in the cost of their rent and their household income at £224.50 per month.

The supply of social housing within the Conwy side of the Rhyl LHMA area is very limited, forcing households eligible for social housing into the private rented sector within this area.

## **Economy**

Rhyl has been a traditional seaside resort town for over 150 years but changing tourism preferences has led to gradual decline over the last 40 years. The leisure industry however is an important employer along with retailing. Rhyl is the largest town in Denbighshire and the second largest in North Wales. It also has a successful Further Education college. However, the town does have areas that suffer from the worst socio-economic deprivation in Wales.

Unemployment in the area is the highest of the housing market areas at 5.7% in July 2013. The area also had one of the highest economic inactivity rates in 2011 at 38.5% of which 21.8% were long term sick /disabled. The economic health of Rhyl has become dependent on public expenditure programmes (including benefit payments, employment in the public sector, grant aided regeneration schemes, care services etc).

## **Environment**

The area covers a relatively flat coastal plain where the River Clwyd enters the sea. The sand dunes in Kinmel Bay are a remnant of a once extensive belt that ran along the North Wales coast. Part of the area was affected by major flooding in 1990 when sea defences gave way. Since then considerable work on the sea defences has been undertaken. Due to the flood risk within this area, further housing development is restricted.

## **Communications**

The area has good accessibility both via the A55 and the Chester to Holyhead railway line.

## **Services & facilities**

The area is well served in terms of services and facilities including having a number of major supermarkets, primary and secondary schools, libraries and leisure facilities. There are also many facilities associated with a traditional seaside resort and family orientated tourism.

## Rhyl - local housing market area (LHMA) 13

North West Wales Local Housing Market Assessment – North West Wales Local Housing Market Assessment – North West Wales Local Housing Market Assessment – North West Wales Local Housing Market Assessment

### Housing

|  | Number  | %     |  | Number | %     |
|--|---------|-------|--|--------|-------|
| <b>House sales</b>                             |         |       | <b>Total households (2011 Census)</b>            | 16,309 | 100%  |
| Total sales 2013                               | 485     |       | Population in private households                 | 37,123 | 99.5% |
| Total sales 2012                               | 398     |       | Average household size                           | 2.28   |       |
| Change 2012-2013                               | 87      | 21.9% |  |        |       |
| <b>House prices</b>                            | £       |       | <b>Household composition</b>                     |        |       |
| Median   |         |       | All one person household                         | 5,311  | 32.6% |
| All house types 2013                           | 112,500 |       | - one person; aged 65+                           | 2,497  | 15.3% |
| All house types 2012                           | 107,500 |       | All households with dependent children           | 4,490  | 27.5% |
| Change 2012-2013                               | 5,000   | 4.7%  | - lone parents with dependents                   | 1,343  | 8.2%  |
| Lower quartile                                 |         |       | All households of only pensioners                | 4,190  | 25.7% |
| All house types 2013                           | 90,000  |       |  |        |       |
| All house types 2012                           | 87,500  |       | <b>Tenure</b>                                    |        |       |
| Change 2012-2013                               | 2,500   | 2.9%  | Owner occupied                                   | 10,774 | 66.1% |
|  |         |       | Rented from social landlord                      | 2,234  | 13.7% |
|  |         |       | Other rented                                     | 3,301  | 20.2% |
| <b>Affordability ratios*</b>                   |         | 2013  |  |        |       |
| Median income to houseprice                    |         | 5.3   | No central heating                               | 547    | 3.4%  |
| Lower quartile income to houseprice            |         | 7.6   | Overcrowded                                      | 926    | 5.7%  |
| <i>*Houseprice divided by household income</i> |         |       | Average rooms per household                      | 5.3    |       |
|  |         |       | No car   | 4,585  | 28.1% |
| <b>Household spaces (2011 Census)</b>          | Number  | %     | <b>Dwelling stock by council tax band (2011)</b> |        |       |
| Total household spaces                         | 17,101  |       | Total dwelling stock                             | 17,900 | 100%  |
| With residents                                 | 16,309  | 95.4% | Band A   | 2,265  | 12.7% |
| Vacant   | 792     | 4.6%  | Band B   | 3,684  | 20.6% |
|  |         |       | Band C   | 7,222  | 40.3% |
| Detached                                       | 6,925   | 40.5% | Band D   | 3,135  | 17.5% |
| Semi detached                                  | 5,617   | 32.8% | Band E   | 1,154  | 6.4%  |
| Terraced                                       | 1,727   | 10.1% | Band F   | 307    | 1.7%  |
| Purpose built flat                             | 1,803   | 10.5% | Band G   | 103    | 0.6%  |
| Converted flat (inc. bedsit)                   | 719     | 4.2%  | Band H   | 12     | 0.1%  |
| In a commercial building                       | 270     | 1.6%  | Band I   | 18     | 0.1%  |
| Caravan or other temporary                     | 40      | 0.2%  |  |        |       |

### Deprivation

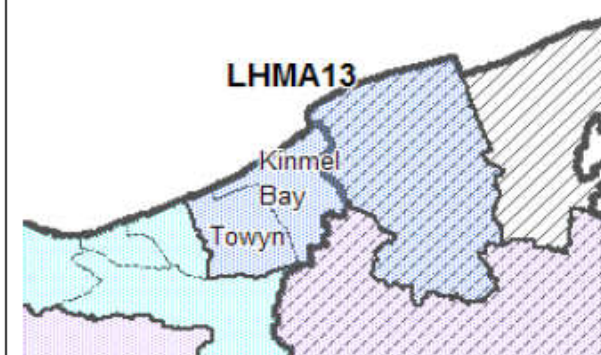
Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales.

Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain.

#### Welsh index of multiple deprivation 2011

|                            | Number | %     |
|----------------------------|--------|-------|
| Total LSOAs in area        | 24     | 100%  |
| In each deprivation domain |        |       |
| Overall Index              | 10     | 41.7% |
| Income                     | 8      | 33.3% |
| Employment                 | 9      | 37.5% |
| Health                     | 7      | 29.2% |
| Education                  | 9      | 37.5% |
| Access to services         | 2      | 8.3%  |
| Housing                    | 9      | 37.5% |
| Physical environment       | 12     | 50.0% |
| Community safety           | 8      | 33.3% |

### Map



© Crown copyright and database rights 2012 Ordnance Survey 100023380 Use of this data is subject to terms and conditions.

These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

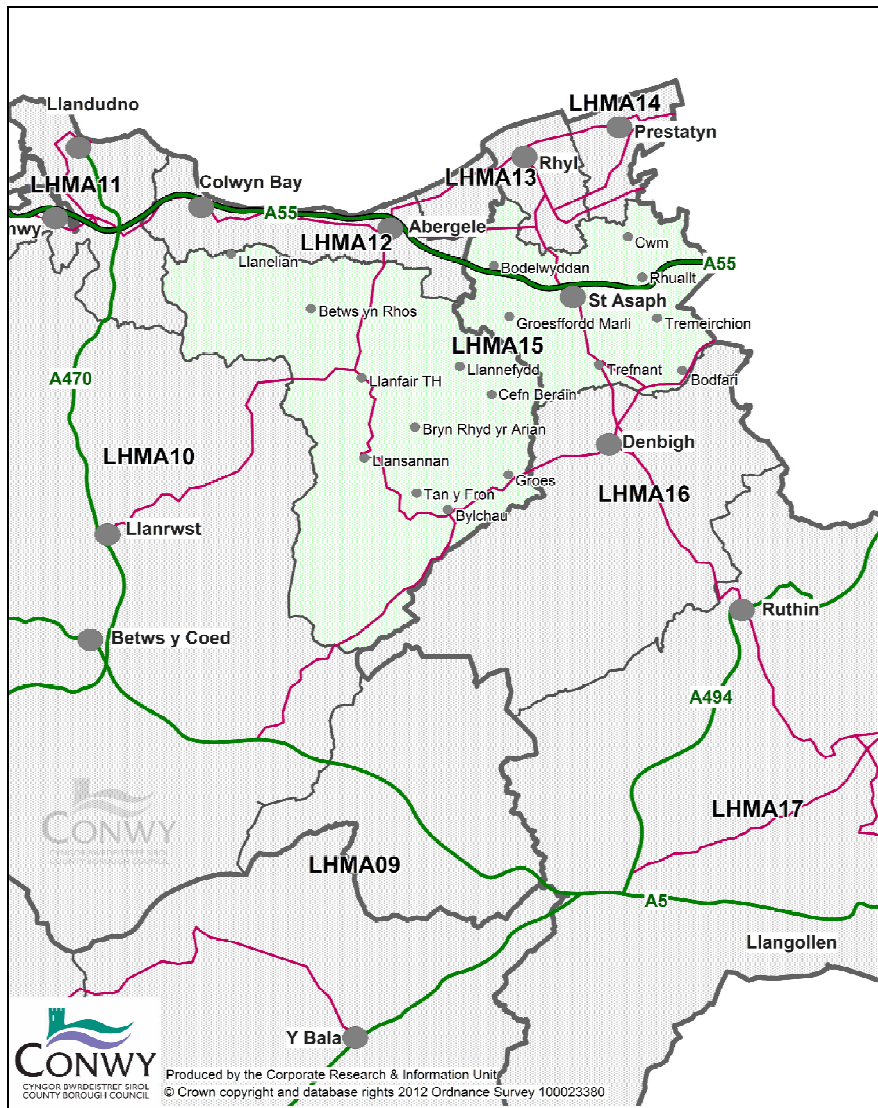
## Rhyl - local housing market area (LHMA) 13

| Demography & population dynamics                  |               |          | Economy & employment                        |               |                       | Income & benefits               |                                     |             |
|---|---------------|----------|---|---------------|-----------------------|---------------------------------|-------------------------------------|-------------|
| <u>Population density 2012</u>                    | (persons/ha)  | 11.95    |   |               |                       |                                 |                                     |             |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        | <b>Number</b> | <b>%</b>              |                                 |                                     | <b>£</b>    |
| <b>Mid-year population 2012</b>                   | 37,500        |          | July 2013                                   | 1,294         | 5.7%                  | <b>Household income</b>         |                                     | <b>2013</b> |
| Mid-year population 2002                          | 37,200        |          | October 2013                                | 1,221         | 5.4%                  | Median income                   |                                     | 21,100      |
| Population change 02-12                           | 300           | 0.8%     | January 2014                                | 1,315         | 5.8%                  | Lower quartile                  | 11,900                              | 11,250      |
| Males   | 18,300        | 48.8%    | April 2014                                  | 1,135         | 5.0%                  |                                 |                                     |             |
| Females   | 19,200        | 51.2%    |   |               |                       |                                 |                                     |             |
| 0-15  | 7,150         | 19.0%    | <b>Economic activity (2011 Census)</b>      |               |                       |                                 | <b>Number</b>                       | <b>%</b>    |
| 16-29   | 6,150         | 16.4%    | All aged 16-74                              | 26,788        |                       | <b>Benefits (November 2013)</b> |                                     |             |
| 30-44   | 6,350         | 16.9%    | Economically active                         | 16,470        | 61.5%                 | All working age client group*   | 5,985                               | 26.5%       |
| 45-64   | 9,800         | 26.2%    | - unemployed                                | 1,551         | 9.4%                  | Job seekers*                    | 1,270                               | 5.6%        |
| 65+   | 8,050         | 21.5%    | Economically inactive                       | 10,318        | 38.5%                 | Incapacity benefits*            | 2,825                               | 12.5%       |
|   |               |          | - long term sick/disabled                   | 2,246         | 21.8%                 | Lone parent*                    | 460                                 | 2.0%        |
|   |               |          |   |               |                       | Other income related*           | 170                                 | 0.8%        |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>14,736</b> |                       | All key out of work benefits*   | 4,725                               | 20.9%       |
| Live births                                       | 509           |          | Agriculture, forestry & fishing             | 52            | 0.4%                  | Carers*                         | 710                                 | 3.1%        |
| Deaths  | 507           |          | Energy, water & mining                      | 265           | 1.8%                  | Disabled*                       | 490                                 | 2.2%        |
|   |               |          | Manufacturing                               | 1,242         | 8.4%                  | Bereaved*                       | 60                                  | 0.3%        |
| <b>Population characteristics (2011 Census)</b>   |               |          | Construction                                | 1,222         | 8.3%                  |                                 |                                     |             |
| Born in Wales                                     | 19,468        | 52.2%    | Wholesale & retail                          | 2,715         | 18.4%                 | Pension credit**                | 2,895                               | 31.1%       |
| Born outside the UK                               | 1,644         | 4.4%     | Transport & storage                         | 711           | 4.8%                  |                                 |                                     |             |
| Ethnicity - white British/Irish                   | 35,705        | 95.7%    | Accommodation & food services               | 1,158         | 7.9%                  | <b>Benefits (November 2012)</b> |                                     |             |
| Other white                                       | 443           | 1.2%     | Services                                    | 1,699         | 11.5%                 | All working age client group*   | 6,310                               | 27.9%       |
| Mixed ethnic group                                | 312           | 0.8%     | Public admin, education & health            | 4,866         | 33.0%                 | Job seekers*                    | 1,555                               | 6.9%        |
| Other ethnic groups                               | 858           | 2.3%     | Other                                       | 806           | 5.5%                  | Incapacity benefits*            | 2,910                               | 12.9%       |
| Religion - Christian                              | 23,381        | 62.7%    | Work at home                                | 545           | 3.7%                  | Lone parent*                    | 475                                 | 2.1%        |
| No religion                                       | 10,571        | 28.3%    |   |               | Other income related* | 175                             | 0.8%                                |             |
| People with limiting long term illness            | 10,279        | 27.5%    | <b>Social class (2011 Census)</b>           |               |                       | All key out of work benefits*   | 5,115                               | 22.6%       |
| People providing unpaid care (of persons aged 3+) | 4,864         | 13.0%    | Managerial & professional                   | 5,579         | 20.8%                 | Carers*                         | 680                                 | 3.0%        |
| Speak Welsh                                       | 5,074         | 14.1%    | Skilled                                     | 8,100         | 30.2%                 | Disabled*                       | 460                                 | 2.0%        |
| No skills in Welsh                                | 27,983        | 77.9%    | Part/unskilled                              | 9,303         | 34.7%                 | Bereaved*                       | 55                                  | 0.2%        |
|   |               |          | Other (inc.students)                        | 3,806         | 14.2%                 |                                 |                                     |             |
|   |               |          |   |               |                       | Pension credit**                | 2,995                               | 32.1%       |
|   |               |          |   |               |                       | * % of all work age             | ** % of all receiving state pension |             |

These statistics may be used under the terms of the Open Government Licence.

## Appendix 7

### LHMA Area Profile 15 – St Asaph



#### Population

The housing market area crosses over into Denbighshire covering St Asaph, Bodelwyddan, Betws yn Rhos and Llanfyllid, and had a population of 13,200 in 2012. The population density is relatively low at 0.43 persons per hectare. Just over 60% of the population is of working age and a fifth is aged 65 or over. Just over a third of the population in the area are Welsh speakers.

#### Housing

This is predominantly a rural area, particularly the area within Conwy County boundaries. In recent years the growth in housing has mainly been in Bodelwyddan, with some limited development within the rural villages of Llanfair TH and Betws yn Rhos within Conwy. In 2011 there were 5,704 household

spaces in the area with just under a third (27.5%) of households having only one person, which has decreased slightly.

During 2013 there were a total of 130 house sales in the housing market area. In 2013, the average (median) house price was £155,000 and median household income was £28,250 which is the highest household income of all the LHMA areas, and compares to a median of £23,850 for the whole of Conwy. This gives an affordability ratio of 5.5, making it one of the more affordable areas to buy a house in the County, due to the high median household income within this market area. The lower quartile house price was £122,500 and the lower quartile household income was £13,050. This gives an affordability ratio of 8.1 which is one of the lowest lower quartile ratios in Conwy.

The average monthly cost of privately rented accommodation is £546 per calendar month. Although this is one of the highest monthly rental prices in Conwy, household incomes are also higher in this area making it the most affordable area to rent with a median household income. However, households with a lower quartile household income can expect to pay a shortfall of £168.50 per month between the cost of their rent and their household income.

There is very little social housing available in the Conwy part of the St Asaph LHMA area; therefore many households in need of social housing are forced to rely on the private rented sector.

## **Economy**

Unemployment in the area is low, 1.8% in July 2013, and the economic activity rate in 2011 was also fairly high (69.3% of all people aged 16-74). The area is predominantly rural and 5.9% of the workforce is employed in agriculture compared with 2.1% in Conwy as a whole. Just over 10% of the population work from home.

Centres of employment are concentrated on the St Asaph Business Park and at Glan Clwyd Hospital at Bodelwyddan. In 2011, 38% of residents were employed in public administration, education and health, and 33.1% of residents were employed within a managerial or professional role compared with 29% for the whole of Conwy.

## **Environment**

The housing area mainly lies within the Vale of Clwyd which has a significant area of Grade 2 agricultural land and is drained by the River Clwyd and its tributary the River Elwy. The Betws Yn Rhos / Llansannan area is a generally upland area bordering Mynydd Hiraethog.

## **Communications**

Although the A55 trunk road crosses this housing market area, the rural nature of much of it has led to it having one of the highest levels of car ownership of all the local housing market areas with over 88.6% of all households owning a car in 2011.



## **Services & facilities**

St Asaph is the main town in the area and this centre offers local services including a secondary school, leisure centre and library. Glan Clwyd Hospital at Bodelwyddan has an accident and emergency unit.

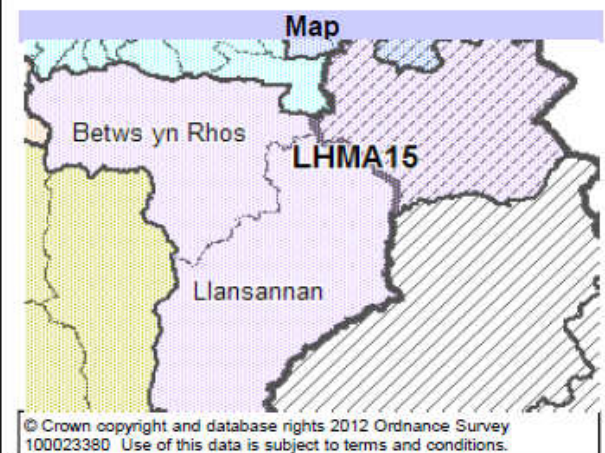
## St Asaph - local housing market area (LHMA) 15

North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment -- North West Wales Local Housing Market Assessment

| Housing  |               |             |  |
|--|---------------|-------------|--|
| <b>House sales</b>                               | <b>Number</b> | <b>%</b>    |  |
| Total sales 2013                                 | 130           |             |  |
| Total sales 2012                                 | 107           |             |  |
| Change 2012-2013                                 | 23            | 21.5%       |  |
| <b>House prices</b>                              | <b>£</b>      |             |  |
| <b>Median</b>                                    |               |             |  |
| All house types 2013                             | 155,000       |             |  |
| All house types 2012                             | 165,000       |             |  |
| Change 2012-2013                                 | - 10,000      | -6.1%       |  |
| <b>Lower quartile</b>                            |               |             |  |
| All house types 2013                             | 122,500       |             |  |
| All house types 2012                             | 113,500       |             |  |
| Change 2012-2013                                 | 9,000         | 7.9%        |  |
| <b>Affordability ratios*</b>                     |               | <b>2013</b> |  |
| Median income to houseprice                      |               | 5.5         |  |
| Lower quartile income to houseprice              |               | 8.1         |  |
| <i>*Houseprice divided by household income</i>   |               |             |  |
| <b>Household spaces (2011 Census)</b>            | <b>Number</b> | <b>%</b>    |  |
| Total household spaces                           | 5,704         |             |  |
| With residents                                   | 5,451         | 95.6%       |  |
| Vacant   | 253           | 4.4%        |  |
| Detached   | 3,291         | 57.7%       |  |
| Semi detached                                    | 1,473         | 25.8%       |  |
| Terraced   | 611           | 10.7%       |  |
| Purpose built flat                               | 185           | 3.2%        |  |
| Converted flat (inc. bedsit)                     | 74            | 1.3%        |  |
| In a commercial building                         | 48            | 0.8%        |  |
| Caravan or other temporary                       | 22            | 0.4%        |  |
| <b>Total households (2011 Census)</b>            | <b>Number</b> | <b>%</b>    |  |
| Total households (2011 Census)                   | 5,451         | 100%        |  |
| Population in private households                 | 12,880        | 97.8%       |  |
| Average household size                           | 2.36          |             |  |
| <b>Household composition</b>                     |               |             |  |
| All one person household                         | 1,501         | 27.5%       |  |
| - one person; aged 65+                           | 696           | 12.8%       |  |
| All households with dependent children           | 1,491         | 27.4%       |  |
| - lone parents with dependents                   | 262           | 4.8%        |  |
| All households of only pensioners                | 1,311         | 24.1%       |  |
| <b>Tenure</b>                                    |               |             |  |
| Owner occupied                                   | 3,877         | 71.1%       |  |
| Rented from social landlord                      | 649           | 11.9%       |  |
| Other rented                                     | 925           | 17.0%       |  |
| No central heating                               | 168           | 3.1%        |  |
| Overcrowded                                      | 194           | 3.6%        |  |
| Average rooms per household                      | 6.1           |             |  |
| No car   | 621           | 11.4%       |  |
| <b>Dwelling stock by council tax band (2011)</b> |               |             |  |
| Total dwelling stock                             | 5,633         | 100%        |  |
| Band A   | 287           | 5.1%        |  |
| Band B   | 664           | 11.8%       |  |
| Band C   | 1,265         | 22.5%       |  |
| Band D   | 1,020         | 18.1%       |  |
| Band E   | 1,096         | 19.5%       |  |
| Band F   | 756           | 13.4%       |  |
| Band G   | 420           | 7.5%        |  |
| Band H   | 87            | 1.5%        |  |
| Band I   | 38            | 0.7%        |  |

| Deprivation  |
|--|
| Deprivation data shows how many lower super output areas (LSOAs) in the LHMA area are in the 20% most deprived LSOAs in Wales. Percentages show what proportion of LSOAs in the LHMA are in each deprivation domain. |

| Welsh index of multiple deprivation 2011 |        |       |
|--|--------|-------|
|  | Number | %     |
| Total LSOAs in area                      | 7      | 100%  |
| In each deprivation domain               |        |       |
| Overall Index                            | 0      | 0.0%  |
| Income                                   | 0      | 0.0%  |
| Employment                               | 0      | 0.0%  |
| Health                                   | 0      | 0.0%  |
| Education                                | 0      | 0.0%  |
| Access to services                       | 5      | 71.4% |
| Housing                                  | 3      | 42.9% |
| Physical environment                     | 0      | 0.0%  |
| Community safety                         | 0      | 0.0%  |



These statistics may be used under the terms of the Open Government Licence.

Produced by the Corporate Research and Information Unit, Conwy County Borough Council - May 2014

## St Asaph - local housing market area (LHMA) 15

| Demography & population dynamics                  |               |          | Economy & employment                        |               |          | Income & benefits               |               |          |
|---|---------------|----------|---|---------------|----------|---------------------------------|---------------|----------|
| <u>Population density 2012</u>                    | (persons/ha)  | 0.43     |   |               |          |                                 |               |          |
|   | <b>Number</b> | <b>%</b> | <b>Unemployment (claimant count)</b>        | <b>Number</b> | <b>%</b> |                                 |               |          |
| <b>Mid-year population 2012</b>                   | 13,200        |          | July 2013                                   | 146           | 1.8%     | <b>Household income</b>         | <b>£</b>      |          |
| Mid-year population 2002                          | 12,800        |          | October 2013                                | 128           | 1.5%     | 2013                            | 2012          |          |
| Population change 02-12                           | 400           | 3.3%     | January 2014                                | 139           | 1.7%     | Median income                   | 28,250        | 29,000   |
| Males   | 6,550         | 49.6%    | April 2014                                  | 118           | 1.4%     | Lower quartile                  | 15,100        | 14,900   |
| Females   | 6,650         | 50.4%    |   |               |          |                                 |               |          |
| 0-15  | 2,300         | 17.2%    | <b>Economic activity (2011 Census)</b>      |               |          |                                 |               |          |
| 16-29   | 1,850         | 14.0%    | All aged 16-74                              | 9,683         |          | <b>Benefits (November 2013)</b> | <b>Number</b> | <b>%</b> |
| 30-44   | 2,300         | 17.2%    | Economically active                         | 6,709         | 69.3%    | All working age client group*   | 970           | 11.6%    |
| 45-64   | 3,950         | 30.1%    | - unemployed                                | 265           | 3.9%     | Job seekers*                    | 125           | 1.5%     |
| 65+   | 2,850         | 21.5%    | Economically inactive                       | 2,974         | 30.7%    | Incapacity benefits*            | 500           | 6.0%     |
|   |               |          | - long term sick/disabled                   | 443           | 14.9%    | Lone parent*                    | 65            | 0.8%     |
|   |               |          |   |               |          | Other income related*           | 30            | 0.4%     |
| <b>Fertility &amp; mortality (ave. 2010-12)</b>   |               |          | <b>Industry of employment (2011 Census)</b> | <b>6,411</b>  |          | All key out of work benefits*   | 720           | 8.6%     |
| Live births                                       | 120           |          | Agriculture, forestry & fishing             | 381           | 5.9%     | Carers*                         | 130           | 1.6%     |
| Deaths  | 135           |          | Energy, water & mining                      | 86            | 1.3%     | Disabled*                       | 110           | 1.3%     |
|   |               |          | Manufacturing                               | 488           | 7.6%     | Bereaved*                       | 10            | 0.1%     |
| <b>Population characteristics (2011 Census)</b>   |               |          | Construction                                | 544           | 8.5%     | Pension credit**                | 570           | 18.0%    |
| Born in Wales                                     | 8,285         | 62.9%    | Wholesale & retail                          | 783           | 12.2%    |                                 |               |          |
| Born outside the UK                               | 481           | 3.7%     | Transport & storage                         | 158           | 2.5%     | <b>Benefits (November 2012)</b> |               |          |
| Ethnicity - white British/Irish                   | 12,754        | 96.9%    | Accommodation & food services               | 392           | 6.1%     | All working age client group*   | 1,050         | 12.6%    |
| Other white                                       | 96            | 0.7%     | Services                                    | 860           | 13.4%    | Job seekers*                    | 165           | 2.0%     |
| Mixed ethnic group                                | 65            | 0.5%     | Public admin, education & health            | 2,439         | 38.0%    | Incapacity benefits*            | 535           | 6.4%     |
| Other ethnic groups                               | 253           | 1.9%     | Other                                       | 280           | 4.4%     | Lone parent*                    | 65            | 0.8%     |
| Religion - Christian                              | 8,902         | 67.6%    | Work at home                                | 649           | 10.1%    | Other income related*           | 35            | 0.4%     |
| No religion                                       | 3,045         | 23.1%    |   |               |          | All key out of work benefits*   | 800           | 9.6%     |
| People with limiting long term illness            | 2,819         | 21.4%    | <b>Social class (2011 Census)</b>           |               |          | Carers*                         | 125           | 1.5%     |
| People providing unpaid care (of persons aged 3+) | 1,676         | 12.7%    | Managerial & professional                   | 3,203         | 33.1%    | Disabled*                       | 105           | 1.3%     |
| Speak Welsh                                       | 4,221         | 33.1%    | Skilled                                     | 3,279         | 33.9%    | Bereaved*                       | 20            | 0.2%     |
| No skills in Welsh                                | 7,152         | 56.0%    | Part/unskilled                              | 2,182         | 22.5%    | Pension credit**                | 600           | 19.2%    |
|   |               |          | Other (inc.students)                        | 1,019         | 10.5%    |                                 |               |          |

These statistics may be used under the terms of the Open Government Licence.